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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

СПОСОБИ ВІДТВОРЕННЯ АНГЛОМОВНИХ АБРЕВІАТУР І СКОРОЧЕНЬ УКРАЇНСЬКОЮ МОВОЮ У МАС-МЕДІЙНОМУ ДИСКУРСІ

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

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

Тема роботи _____

Науковий керівник _____

Дата видачі завдання _____ листопад 2023 року

Графік виконання курсової роботи з перекладу

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

Науковий керівник _____ (підпис)

Студент _____ (підпис)

РЕЦЕНЗІЯ НА КУРСОВУ РОБОТУ З ПЕРЕКЛАДУ З АНГЛІЙСЬКОЇ МОВИ

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(ПІБ студента)

за темою _____

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

Усього набрано балів: _____

Оцінка:

«До захисту»

_____ (42-70 балів)

_____ (підпис керівника)

«На доопрацювання»

_____ (0-41 балів)

_____ (підпис керівника)

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INTRODUCTION

The usage of acronyms is growing, which is a normal occurrence. Many scientists have a tendency to attribute its popularity to the accelerating speed of life. This explanation appears to be reasonable and accurate at first glance. However, in my opinion, this approach is a little prejudiced because it overlooks the linguistic aspect of the problem. It should be mentioned, however, that English abbreviations are mostly used as a means of assimilating borrowed terms, which is how the foreign words become closer to native English sounding words with their distinctive simplicity.

The abbreviation has always aroused linguistic interest among both foreign linguists (Harley, H [25], Ljung, M [26], H. Marchand [27]) and Slavic linguists (V. I. Karaban, D. I. Alekseev, E. P. Voloshin, L. A. Shelyakhovska, V. V. Borisov). The aforementioned and other academics have had a significant impact on how the idea of abbreviation is comprehended, how abbreviations are categorized, and the way language systems implement them.

Acronyms and abbreviations are linguistic short cuts that condense complicated sentences into concise forms to facilitate communication. These linguistic structures are common in the context of mass media, when conciseness is highly valued and information is shared rapidly. Since English continues to dominate global discourse, the incorporation of acronyms and abbreviations with origins in English into Ukrainian media poses a challenging issue.

Language specialists, journalists, and communication researchers all need to be proficient in understanding and translating these linguistic shortcuts. The analysis of acronyms and abbreviations goes beyond simple translation; it delves into the obstacles of preserving the original context, meaning, and tone while ensuring that the altered structures are intelligible to the Ukrainian community.

The object of the research are abbreviations and acronyms in modern mass media discourse and the specific aspects of English-Ukrainian translation.

The investigation subject is the usage of abbreviations and acronyms in modern mass media discourse.

The aim of the research to describe the main ways of rendering English-language abbreviations and acronyms into Ukrainian in mass media discourse.

To achieve the aim, the following objectives have been put forward:

- to study the usage of abbreviations and acronyms in the English and Ukrainian mass media discourse;

- to identify the main translation options for abbreviations and acronyms in mass media discourse

- to analyze the lexical and grammatical features of abbreviations and acronyms in mass media discourse

The data sources: - 50 sentences with abbreviations and acronyms from BBC news website.

Methods of linguistic analysis: the term paper uses descriptive method to distinguish the results of the analysis, the method of comparative analysis has been used in the process of the research in order to contrast English and Ukrainian abbreviations.

The theoretical value lies in its contribution to the broader understanding of linguistic dynamics and translation strategies within the specific context of mass media. By delving into the theoretical foundations of translating abbreviations and acronyms, the research adds depth to the existing knowledge in linguistics and translation studies.

Practical significance. The study of the subject of the research resulted in findings that can be used in providing practical guidance for translators and language professionals and teaching a practical translation course in higher education institutions in the field of comparative stylistics of the English and Ukrainian languages.

The structure of the scientific work. The study consists of the introduction, two chapters, conclusions, bibliography and the appendix.

CHAPTER 1

THEORETICAL PREREQUISITES OF STUDYING ABBREVIATIONS AND ACRONYMS IN LINGUISTICS AND TRANSLATION

1.1 Abbreviations and acronyms in the field of lexicography

The dynamic nature of language presents constant challenges for lexicographers, and abbreviations and acronyms are no exception. Due to their frequent emergence and evolving usage, effectively capturing and expressing them in dictionaries requires particular attention. Abbreviations and acronyms in lexicography have been the subject of a plethora of research and resources in recent years, which have made significant contributions to the field's constant evolution.

“Abbreviations, one of the most noticeable features of present-day English linguistic life, would form a majorpart of any super dictionary. Often thought to be an exclusively modern habit, the fashion for abbreviations canbe traced back over 150 years” [21: 120].

In the 20th and 21st centuries, a significant number of acronyms emerged in several forms of discourse, such as commerce, public relations, politics, and so on. Even though they are considered units of secondary nomination, acronyms can sometimes carry even more information than conventional lexical units (their prototypes), breaking stereotypes about lexical syntactic structures and establishing new ones. It is essential to point out that, from a terminological perspective, the term "abbreviations" in this paper refers to a variety of contracted forms that have ever been realized at the level of natural human language. These forms include both letters and syllables, as well as components of other semiotic systems, such as emoticons or figures. The issuesconcerning various types of abbreviation [21: 120] are taken into consideration as well.

Today's fast evolving Internet lingo, known as "textspeak" and "netspeak," includes acronyms. David Crystal has compiled a glossary of netspeak and textspeak, and some examples illustrated here are borrowed from the Glossary: bps (bits per second), four-oh-four (404) (a term identifying an error message shown on screen when a browser makes a

faulty request to a server), and others [22]. There are a lot of abbreviations used by “species of spoken shorthand”: OK (all correct), PDQ (pretty damn quick), GTT (gone to Texas), ETA (estimated time of arrival), FYI (for your information), POS (parent over shoulder), ROFL (rolling on the floor laughing), BRB (Be right back), TTYL (Talk to you later), and others [22].

M. Tkachivska, a Ukrainian researcher who examined the subtleties of abbreviations in fiction, claims that academics have studied abbreviations in a variety of contexts, including computer science, technical literature, journalistic texts, and medicine. They have additionally studied different kinds of abbreviations, such as acronym, apocope, and apheresis [16]. The articles of M. Skorynovych [14] detail multiple aspects of how abbreviations function in contemporary English-language media, including the translation component. The Ukrainian linguists L. Verba [3] and V. Karaban [5] once offered methods for translating abbreviations from English into Ukrainian.

The ideas of abbreviations and shortened words are frequently employed in linguistics. Despite the fact that there aren't many notable differences between these words, each has been studied as a separate term. If we consider these terms as a separate concept, then each of them is described as follows in the sources on linguistics [28].

Words formed as a result of a reduction are called shortened words or complex words. Shortened words are obtained by the addition of capital letters or a certain part of these independent word combinations. The following examples show us how the terms have been shortened:

- LC - Land Cadastre
- UN - United Nations
- DIB - Department of Internal Affairs [31].

Shortened words initially arose in written speech due to the need to achieve compactness in the process of speaking. Later, they started to be employed in oral communication as well.

Words and word clusters can be abbreviated during conversation. Both

extralinguistic and linguistic factors can contribute to shortening. Extra-linguistic factors are intended to bring about changes in people's lives. In Modern English many new abbreviations, acronyms, initials, blends are formed because life is getting faster and more information needs to be provided in the least amount of time [13: 34].

There are also linguistic causes of abbreviating words and wordgroups, such as the demand of rhythm, which is satisfied in English by monosyllabic words. When borrowings from other languages are assimilated in English they are shortened. Here, there is a form alteration based on analogy. For example, the Latin borrowing «fanaticus» is shortened to «fan» on the analogy with native words: man, pan, tan etc [13:35].

The structure of abbreviated or acronymic terms is influenced by certain limiting factors:

1) phonetic (since the elements of the original phrase that are easy and convenient to pronounce are used to form abbreviations);

2) morphological (the structure of the abbreviation is determined by the morphological structure of the original unit);

3) semantic (the abbreviation should evoke associative connections and, conversely, avoid unwanted associations) [15].

The relationship between an acronym and its source word is its primary characteristic. The categorization of shortenings correlated with the motivating unit (full word or word combination) that dictated brevity in its structure and semantics is based on this postulation. Thus, it is important to emphasize that abbreviation is the act of reducing a word by using its initial letters or syllables of the components of a word-group or a compound word. We can distinguish the following types of abbreviation:

Graphical abbreviation is the result of shortening of a word or a word-group only in written speech (for the economy of space and effort in writing), while orally the corresponding full form is used: days of the week and months, e.g. Sun., Tue., Feb., Oct., Dec.; states in the USA, e.g. Alas., CA, TX; forms of address, e.g. Mr., Mrs., Dr.; scientific degrees, e.g. BA, BSc., MA, MSc., MBA, PhD.; military ranks, e.g. Col.; units of

measurement, e.g. sec., ft, km. Latin abbreviations, e.g. p.a., i.e., ibid., a.m., cp., viz. internet abbreviations, e.g. BTW, FYI, TIA, AFAIK, TWIMC, MWA [33].

Lexical abbreviation is the result of shortening of a word or a word-group both in written and oral speech.

-alphabetical abbreviation (initialism) is a shortening which is read as a succession of the alphabetical readings of the constituent letters, e.g. BBC (British Broadcasting Corporation), MTV (Music Television), EU (European Union), MP (Member of Parliament), WHO (World Health Organisation), AIDS (Acquired Immune Deficiency Syndrome) etc. [32];

-acronymic abbreviation (acronym) is a shortening which is read as a succession of the sounds denoted by the constituent letters, i.e. as if they were an ordinary word, e.g. UNESCO (United Nations Scientific, and Cultural Organisation), NATO (North Atlantic Treaty Organisation), UNICEF (United Nations International Children's Emergency Fund) etc. [34];

-anacronym is an acronym which is longer perceived by speakers as a shortening: very few people remember what each letter stands for, e.g. laser (light amplification by stimulated emission of radiation), radar (radio detecting and ranging), scuba (self-contained underwater breathing apparatus), yuppie (young urban professional).

-homoacronym is an acronym which coincides with an English word semantically connected with the thing, person or phenomenon, e.g. PAWS (Public for Animal Welfare Society), NOW (National Organisation for Women), ASH (Action on Smoking and Health) etc. [34];

Mixed forms of shortening are represented by examples like e-mail, T-shirt, V-day, and some few exceptions in modern English which can be exemplified by tarmac, a technical term for tarmacadam (a road surface of crushed stone and tar originally named after the inventor J.L. McAdam); also cabbie for cabman. But then – man in such cases is most often a semi-affix, not a free form, and, besides, the process of shortening is here combined with derivation as in nightie for nightdress or teeny for teenager [17].

The second crucial point that has to be made is that abbreviation is a type of continuous process that occurs naturally and is characterized by distinct stages and outbursts depending on a variety of extralinguistic and linguistic factors. As David Crystal writes, “The fashionable use of abbreviation—a kind of society slang—comes and goes in waves, though it is never totally absent. In the present century, however, it has been eclipsed by the emergence of abbreviations in science, technology, and other special fields, such as cricket, baseball, drug trafficking, the armed forces and the media” [21].

1.2 Theoretical background of translating abbreviations and acronyms

The ongoing development and growth of international communication between the people of various nations has led to an increase in demand for translating abbreviated units. Global communication is constantly evolving and has reached levels that were previously unattainable in the modern world. In order to enable effective communication between people with diverse linguistic backgrounds, translators need to be careful with every linguistic element. In light of this, there is a growing need for high-quality translations, which has led to a greater focus on abbreviated translation in the field of translation studies.

Numerous experts have focused their attention on a special linguistic phenomenon in modern languages – abbreviations. This subject was studied by the scientists V.I. Karaban, V.G. Pavlov, Ye.A. Dyuzhikov, Ye.S. Kubryakov, A. N. Eldishev, Yu. V. Gorshunov, N. N. Alekseev, I. V. Arnold, and O. V. Borisov. They outlined the origins of abbreviations and charted their evolution over time. Conversely, American linguist Charles Leard asserts that a variety of factors, such as "thrift in language, laziness, and even a deep sense of protest," might contribute to abbreviation of words [3, p. 132].

Abbreviations are frequently found in journalistic texts, whether in conventional print or internet media. There is an extensive range of abbreviation kinds available, especially in online sources. With the prevalence of abbreviations in variety of formats, it is only logical that an emphasis on translating abbreviations has become crucial. This highlights the significance of ensuring accurate and meaningful communication within

the dynamic and expansive context of contemporary cross-cultural encounters between cultures. In order to satisfy the needs of efficient communication in today's worldwide circumstances, research on abbreviations is being progressively incorporated into the study of translation concerns.

Abbreviations are evolving dramatically in existing languages. Up to fifteen to twenty thousand abbreviations can be found even in the most reputable dictionaries available today. The term acronym was coined to go along with the abbreviation; it refers to an abbreviation that functions similarly to a regular word, i.e., a word formed by merging word initials. There are three categories of lexical units among acronyms:

1. Typically occur in literary language;
2. Gradually emerge in the language used;
3. Not often used in the common vocabulary.

There are several abbreviations that have become established in literary language, comprehensible not only to philologists or translators, but also to readers of general interest. These might be reductions in government offices, educational institutions, law enforcement, or even medical deadlines.

Experts claim that the issue of translation of abbreviations is studied in the field of lexicology, since the major focus of attention is on semantic alternative issues. When translating abbreviations, the following translation guidelines should be followed:

1. Translation of abbreviations into another language with an alternative (equivalent);
2. Transliterating or transcribing of abbreviations while maintaining as much of the original form as possible.

Abbreviations are distinct from regular words in that they are a particular "brother" or stenographic version of the original term. When translating, these factors must be taken into consideration. A word itself has two distinct meanings: the original meaning of the word and its abbreviated form/shortened version. The Bulgarian translators S. Vlahov and S. Florin describe the following features of their reflection in translation:

1. Translation - there are two forms of this:

- a) either by translating the abbreviation exactly as it appears in the original text;
- b) by translating the given abbreviation in an extended manner.

2. Transcription / transliteration - there are two ways to do this:

- a) using transcription or transliteration to express the abbreviation in a different language;
- b) using transcription or transliteration to give the abbreviation an extended form [29].

These techniques adhere to the principles of abbreviated translation. However, when translating from Ukrainian to English, a more serious approach must be obtained. To translate an abbreviation with an acronym is to translate an abbreviated word into translated language in an expanded form and to form a new abbreviation in the target language from its initials. There are instances where the newly generated abbreviation's extended form in the target language is also commented upon in parentheses.

When translating abbreviations from one language to another, there is also the principle of providing the abbreviation given in the original translation language only an expanded form. This technique is mostly applied to the translation of specialized acronyms from a single language sector. This is due to the fact that enlarged translations of such examples make them easier for readers to grasp than shortened translations.

All translation techniques, of course, aim to improve the end product's quality and accuracy while remaining as close to the source as feasible. The expression of the abbreviation in its native language in a different language through transliteration or transcription serves the same function. This principle is frequently used for expressing well-known abbreviations to everyone, particularly to those who speak the language of translation. Certain abbreviations are so universally understood that no additional explanation is necessary, for example: UNESCO, UNICEF, and the BBC [19].

The difficulty of terminological units translation lies in the correct disclosure and transmission of foreign language realities by means of the Ukrainian language. Within the scientific literature, there exist works that center on members of a certain professional group rather than on native speakers of a given language. A thorough comprehension of the text is necessary for the translator to translate any specific text accurately. Literal

translation of terms, without penetrating into their essence, without understanding the phenomena, processes and mechanisms referred to in the original text, can lead to great mistakes in the translation process. Thus, the main condition for overcoming the difficulties of translating terminological units is a detailed analysis of the phenomenon described and its transfer in terms that are established in scientific terminology [2].

One characteristic of technical and scientific literature is the use of terminological abbreviations. L. P. Bilozerska states that shortened lexical units can occasionally make up 50% of all words and 15% of vocabulary in particular kinds of scientific and technical literature [1, p. 39]. A. A. Kretschman states that "only half of all abbreviations and acronyms used by doctors of one specialty are correctly understood by specialists in other fields of medicine," which highlights the difficulty of deciphering and translating abbreviated units in specialized texts of a particular field [8, p. 285]. Terminological abbreviations demand certain expertise and focus in order to be translated accurately. The expanding demands of experts across many domains cannot be entirely satisfied by relying solely on specialized dictionaries of terminology.

There are a lot of abbreviated units, thus the translator's job is to interpret the abbreviation as accurately and concisely as possible by employing all relevant methods and strategies. K. Yu. Kravets points out that the abbreviation shouldn't be a mystery or a riddle that skews the reader's interpretation and generates "information noise" [4, p. 63]. Only an encrypted language code that saves and maximizes linguistic efforts should be used for translation abbreviations.

To translate English abbreviations, you need to know the fundamentals to transfer abbreviations into Ukrainian. While it comes to the process of translating abbreviations and acronyms, scholars first of all point out that the reader or listener always faces substantial challenges while attempting to decode the acronym in its native language in addition to the translation itself. This can be explained by the fact that there are many abbreviations that are not recorded in dictionaries, which are uncommon or unique to a particular author. When translating text with abbreviations and acronyms, you should first

refer to the dictionary. Each large dictionary has applications that create specialized dictionaries, such as a dictionary of proper names, a dictionary of names and surnames and a dictionary of abbreviations and acronyms [2, p. 28].

Researchers claim that there is a conditional sense to the translation of acronyms and abbreviations. K. Yu. Kravets explains this conditionality as follows: «... the translation of abbreviations is conditional, because, as a rule, they do not have their own meaning, and are a reduced reflection of the value of the original unit – a ratio that must be preserved during translation» [9, p. 63].

According to Pr. Karaban, there are many types of abbreviations altogether.

The first kind involves translation with correspondent abbreviation (PC (personal computer) – ПК (персональний комп'ютер) [14, p. 328];

Following this, the other method is translation with the full form of a word or word combination (DDT (digital data transmission) – передача цифрових даних; CRS (Center for Resource Studies) – Центр вивчення ресурсів). When the target language does not have a corresponding abbreviation, this method is employed. In this situation, a translator can utilize the target language to identify and underscore his own abbreviation for usage in future texts;

Transcoding, also known as transcribing or transliterating, an acronym serves as the third method of translation. For instance, the International Civil Aviation Organization (ICAO) is ІТАО (Міжнародна організація цивільної авіації), whereas NATO (North Atlantic Treaty Organization) is НАТО (Організація Північно-атлантичного договору). Transcoding abbreviations that stand for significant international organizations is common, but there is no set guideline for when to convert anything into its full form and when to transcode it [6];

Following this, Pr. Karaban suggests another technique: transcoding of the full form of an abbreviation (AP (Associated Press) – Асошиейтед прес). This method is seldom employed when the target language does not include the correspondent in its entirety or as an acronym [14, p. 329]. In addition, the fifth method of translation can be employed.

This is the transfer of an abbreviation with a broad term that explains it in its original form. Take a CD-ROM drive, for instance (дискководи CD-ROM).

Furthermore, the descriptive approach was investigated. It is used to translate English abbreviations that represent crucial terminology from emerging fields of technology and research that are difficult to interpret precisely. Here, we make use of a brief overview of an object or phenomenon. For instance, WIDE (Wide-angle Infinity Display Equipment) – ширококутна система представлення візуальної інформації, що надходить в від ЕОМ, про сприятливі повітряні умови, призначена для тренажерів [6].

The abbreviation in the text is a single word or even a phrase, so there are four ways to translate it, two of which — the actual translation, and two — transcoding, in the latter case you need to follow the system of international transcription [23]. When translating, the translator needs to consider the correct translation of abbreviations, their correct interpretation and the meaning of the word in the general context. The use of abbreviations in the media is an opportunity to write concise and informative articles. When translating abbreviations from English-language media, the translator must take into account the accurate meaning and translation of the word, referring only to the context of the article, and given, based on the content of the text, determine the scope of this abbreviation and its meaning.

1.3 Features of media discourse text analysis

The notions of media discourse and media text - that is, the primary linguistic outputs of the media - are the subject of media linguistics study. The issues regarding the functioning and connection between media text and discourse are still pertinent today.

The mass media is still a significant and powerful force in public life today. The information revolution, the third technology revolution, has been primarily fueled by them. One of the discourse forms that underlies all forms of institutional and casual communication is media discourse. The structure, typology, and research techniques of

media discourse have been studied by linguists, psycholinguists, and media theorists, including A. Bell [20], N. Fairclough [24], T. A. Van Dyke [30], J. Herbner, T. Dobrosklonska, V. Kostomarova, I. Lysakova, and M. Montgomery. In Ukraine, these issues are highlighted in the works of N. Liutianska (2017), O. Svintsitska (2014), O. Polishchuk (2019).

Mass information discourse, often known as media discourse, is a type of speaking activity in the media that aims to inform the public about many aspects of society via mass communication (print, radio, television, Internet, etc.). It is a unique and specialized topic in contemporary media linguistics, requiring particular analytical strategies, tools, and methodologies. First and foremost, it has to deal with the rapid growth of media outlets, including printed materials like newspapers and magazines and interactive media like radio, television, the Internet, and advertisements [4].

Consequently, identifying the patterns of language interaction and mutual impact in communication is one of the primary challenges facing media studies. The fundamental claim of this method is that media discourse, with its incorporation of speech forms and methods in its structure, is a kind of public communication. It incorporates the communicative character of discourse as a whole, and takes into account the peculiarities of media discourse as a mental environment, which is realized not only in material (formalized), but also in a kind of intangible (communicative) models. The same speech patterns and methods used by participants in oral media conversation serve as the foundation for research on media discourse from a communicative and pragmatic perspective [10].

Classifying the variety of media discourses that exist within the media environment is still an unresolved subject. Thus, there are now two methods used in linguistics to define the different types of media discourse:

- the first method utilizes the definition of language's purpose in a variety of human endeavors, especially in science, education, politics, and mass communication, as a foundation for differentiating between discourse kinds; media discourse, thus, is

formulated as a specific type of speech and thought activity, characteristic only of the media, and accordingly, varieties of media discourse - political, religious, scientific and other types;

- the second approach sees media discourse as any type of discourse employed in the context of mass communication, leading scholars to concentrate on specific media discourse categories, such as religious, political, and other categories.

Media discourse includes such characteristic features as: group relatedness (the addressee shares the perspectives of his group); publicity (openness, orientation towards the mass addressee); polemical orientation (developing a polylogue with subsequent discussion); staging and mass nature (impact on several groups of addressees simultaneously); information globality and complexity; precedent place in the geocultural picture of the world, etc [18].

The main forms of media discourse are news texts, advertising texts and other types of media texts. According to M. Mamich, media texts depict real-life events in a dynamic sociocultural context while adding details that the reader may already be aware of from other media [11]. The main characteristics of a media text are:

- 1) mass character in terms of how information is expressed verbally and how the media output is perceived);
- 2) integrative or polycoded nature;
- 3) openness in terms of thematic content;
- 4) intertextuality realized in verbal forms;
- 5) hypertextuality (in relation to media texts in electronic form);
- 6) coherence as a semantic dominant of the media text;
- 7) cohesion (holistic and local coherence of the text), etc [18].

The peculiarities of any media text are regular reproducibility and a stable, predictable choice of linguistic means. But at the same time, such texts differ in style (openness, stability, thematic texts). These opposite features are the characteristic feature of the media text that distinguishes it from others.

Moreover, researcher S.E. Maximov states, that electronic texts are similar to printed media, radio and television and may be of a binding, informative, persuasive, fictional and colloquial nature. [12, c. 87]

In addition, mass-media discourse is abundant in tropes and figures of speech, which are expressed by different means of communication. According to S. E. Maximov, the most widely-used are: metaphor, idioms, irony, litotes, metonymy, zeugma, puns, epithets, hyperbole, oxymoron, simile. [12, c. 88-89]. He also defines two types of vocabulary – special literary vocabulary (terms, neologisms, highly literary words, obsolete words, barbarisms and buzzwords, nonce-words, acronyms, abbreviations, textspeak units (shortenings) and special colloquial vocabulary (slang, jargon, professional words, dialectal words, vulgar words). [12, c. 90-91]

The analysis of the text.

AI will not be mass destroyer of jobs - Bank chief (BBC 1, URL)

Artificial Intelligence (AI) will not be a "mass destroyer of jobs" and human workers will learn to work with new technologies, the governor of the Bank of England has told the BBC.

Governor Andrew Bailey said while there are risks with AI, "there is great potential with it".

The Bank says businesses expect to see the benefits to productivity soon.

Almost a third told the Bank they'd made significant AI investments in the past year.

Mr Bailey added "I'm an economic historian, before I became a central banker. Economies adapt, jobs adapt, and we learn to work with it. And I think, you get a better result by people with machines than with machines on their own. So I'm an optimist..."

In its latest assessment of the UK economy the Bank's business contacts said that automation and AI investment was already "containing recruitment and labour costs" in a tight labour market.

Mr Bailey's comments come as a committee that sits in the House of Lords says that

we should embrace the positives of AI rather than just focus on its risks.

The committee's chair Baroness Stowell told the BBC that talk of "existential risks and sci-fi scenarios" should not get in the way of reaping the rewards of AI.

AI goldrush

The country could "miss out on the AI goldrush," her committee's report said. It said some of the "apocalyptic" warnings about AI's dangers were exaggerated.

The Lords Communications and Digital Committee's report focuses on large language models (LLMs), which are what power generative AI tools like ChatGPT.

They have captured people's imaginations with their ability to, for example, give human-like responses to questions.

But they have also prompted concerns, including from various senior industry figures, that the technology could cause problems ranging from eliminating jobs to threatening humanity itself.

The UK hosted the world's first AI Safety Summit in November 2023, where a global declaration on managing AI risks was announced.

But Baroness Stowell warned that the government needed to be careful the UK didn't end up as "the safety people".

"No expert on safety is going to be credible if we are not at the same time developers and part of the real vanguard of promoting and creating the progress on this technology", she said.

Given there is no UK equivalent of ChatGPT, and in order to avoid another situation in which - as with other areas of tech - all of the industry giants are clustered elsewhere, the Lords committee seems to be essentially warning the country to go easy on the red tape.

Copyright clashes

The Committee has also highlighted the issue of copyright, which is particularly contentious with AI.

That's because LLMs rely on being fed information from things that already exist

digitally, and there are questions over whether developers have properly sought permission for it.

Photo agency Getty Images is currently taking legal action against Stability AI, claiming that the tech company has used its images without permission to train its picture generation tools.

The Committee is calling on the government to provide clarity over what rules apply, saying it can not "sit on its hands" while LLM developers "exploit" the works of rightsholders.

"The government needs to come out with its position," Baroness Stowell told the BBC.

Secretary of State for Science, Innovation and Technology Michelle Donelan will give evidence to the Lords Communications and Digital Committee on Tuesday, where she is expected to be questioned on the government's reaction to the report.

A Department for Science, Innovation and Technology spokesperson said: "We do not accept this - the UK is a clear leader in AI research and development, and as a government we are already backing AI's boundless potential to improve lives, pouring millions of pounds into rolling out solutions that will transform healthcare, education and business growth, including through our newly announced AI Opportunity Forum.

They added: "The future of AI is safe AI. It is only by addressing the risks of today and tomorrow that we can harness its incredible opportunities and attract even more of the jobs and investment that will come from this new wave of technology.

"That's why [we] have spent more than any other government on safety research through the AI Safety Institute and are promoting a pro-innovation approach to AI regulation."

Text analysis

The article under analysis is headlined: " AI will not be mass destroyer of jobs - Bank chief ". The text was taken from BBC News website. The authors of the article are Faisal Islam, Imran Rahman-Jones & Zoe Kleinman.

The extra-linguistic factors collectively define the extract as media type of discourse by incorporating a factual and balanced reporting style, credible sources, and considerations of the global, legal, economic, political, industry, government, and social dimensions of the topic.

The text belongs to the discourse of the mass media. The discourse of the print press and electronic media in particular. This article highlights the perspective of the governor of the Bank of England, Andrew Bailey, on the impact of Artificial Intelligence (AI) on jobs.

The communicative intention of this article is to present and discuss diverse perspectives on the impact of Artificial Intelligence (AI) on jobs, economy, and society. It aims to convey Governor Andrew Bailey's optimistic view that AI will not be a mass destroyer of jobs, emphasizing the potential benefits and the adaptability of economies. The text is written in a straightforward and accessible manner, using colloquial vocabulary and slang language to convey its message.

This is grey zone type of the text that first reflects the real world by reference to real facts and argumentation, use of the colloquial vocabulary ("there is great potential with it" and "I'm an optimist,"), borrowed words (Red tape) slang and neologisms ("tech", "AI goldrush"); metaphors " (nurturing critical thought"); epithets ("mass destroyer", "tight labour market"); terms ("legal action", "safety research") idioms ("under your belt"). The article seeks to influence and shape the reader's perspective on the impact of Artificial Intelligence (AI) on jobs, economy, and society.

Stylistic characteristics of the text:

There are different tropes of speech that contribute to the rhetorical richness of the article: metaphors: "mass destroyer of jobs", "harness its incredible opportunities"; epithets: "pocalyptic warnings", "senior industry figures", "safety people" "industry giants"; idioms: "miss out on the AI goldrush", "go easy on the red tape", "sit on its hands", metonymy: "House of Lords", "Red tape"; hyperbole: "boundless potential"; simile: "human-like responses"; litotes: "Not going to be credible".

The usage of special literary and colloquial vocabularies is represented by: proper names: "Bank of England", "House of Lords", "Baroness Stowell", "ChatGPT", "AI Safety Summit", "Getty Images", "Michelle Donelan", "Department for Science, Innovation and Technology"; acronyms: "AI" (Artificial Intelligence), "LLMs" (Large Language Models), "BBC" (British Broadcasting Corporation), "UK" (United Kingdom); subject field terms: "Automation", "AI investments", "AI risks", "AI Safety Institute", "AI Opportunity Forum", "Copyright clashes"; buzzwords: "mass destroyer of jobs", "apocalyptic warnings", "existential risks", "AI goldrush", "sci-fi scenarios", "global declaration", "boundless potential", "pro-innovation approach"; weasel words: "almost a third", "could miss out on the AI goldrush", "questions over whether developers have properly sought permission"; national lexicon: "House of Lords", "BBC", "Bank of England"; jargon: "sit on its hands", "picture generation tools", "go easy on"; internationalisms: "AI", "summit", "innovation"

The analysis of the mass media article reveals a balanced discussion on AI's potential and risks, using technical terms, buzzwords, and colloquialisms to persuade readers towards embracing AI with cautious optimism.

CHAPTER 2

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

A discourse is a set of utterances that connects one idea to another and forms a logical whole. Conversations that occur on a broadcast platform, whether they are written or spoken, and are directed toward a distanced reader, listener, or viewer are referred to as media discourse.

In the course of our research, we found that the following transformations are used in translation of abbreviations and acronyms: grammatical, lexical and semantic, and lexical and grammatical transformations, that were identified through the study of the rendering possibilities for media discourse texts. In the process of translation translators perform analytical changes of the textual items, known as transformations, in order to avoid obvious translation mistake and convey the appropriate meaning of source text.

2.1 Lexical and semantic transformations in the translation of media discourse abbreviations and acronyms

Lexical transformations alter the semantic base of a translated word and they highlight formal and semantic relations. These transformations provide for changing the form of the SL (source language) unit by using devices of the TL (target language). This category includes: transcription, transliteration, transcoding, loan translation, generalization, differentiation, substantiation, modulation.

1. Transcription – the process of reproduction of the SL lexical item phonemes by the TL graphemes (letters).

(1) *The BBC has contacted his lawyer for comment.* (BBC 11, URL) - Би-Би-Сі вийшла на зв'язок з його адвокатом для отримання коментарів.

In this example, there is literary pronunciation of alphabetic names in order to translit information to international reader. As it's a popular broadcasting company all over the world, this translation doesn't include detailed information about the name, but

we can also use transcoding method to specify the aim of the company, for example: агентство Бі-Бі-Сі.

2. Transliteration - is a method of translation that preserves the letter (and, at the same time, the sound) structure of the source language unit in the target language.

(2) *The 81-year-old is leading its campaign in the 29 May general election, urging people to turn their backs on the ANC (African National Congress) led by his successor, President Cyril Ramaphosa.* (BBC 2, URL) - 81-річний екс-президент очолює свою кампанію на загальних виборах 29 травня, і наполягає на тому, щоб люди не голосували за АНК (Африканський національний конгрес) на чолі з його наступником, президентом Сирілом Рамафосою.

It should be noted that given acronym is rendered into Ukrainian with the help of transliteration method, as the reproduction of the letters of the SL lexical item is rendered by the TL graphemes. Yet, we need to make sure, that explanation in brackets is preserved, in order to provide clear explanation and understanding to readers of all ages and intellectual background.

(3) *The Nuggets won the NBA for the first time last season and currently top the Western Conference.* (BBC 5, URL) - Минулого року команда "Nuggets" вперше виграла чемпіонат НБА і наразі очолює рейтинг Західної Конференції.

(4) *The ship had to withdraw from a Nato exercise last month because of an issue with a starboard propeller shaft coupling.* (BBC 10, URL) - Минулого місяця корабель довелося зняти з навчань НАТО через проблему з муфтою правого гребного валу.

In both cases, transliteration helps to ensure that the meaning of the abbreviations was clear to readers of mass media texts, regardless of their native language or cultural background. It's possible to add additional explanation in the brackets in order to reach out broader audience – НБА (Національна баскетбольна асоціація).

3. Transcoding – is a combination of transliteration and transcription, which consists in using Ukrainian letters or sounds to represent the letters or sounds composing an English word in the translation process.

(5) *No expensive telescope will be needed to witness this cosmic performance, says NASA.* (BBC 7, URL) - Для того, щоб стати свідком цього космічного дійства, не потрібно мати дорогий телескоп, запевняють в НАСА.

By transcoding "NASA" into "НАСА," the abbreviation remains recognizable to Ukrainian readers while still accurately representing the organization it refers to. This maintains consistency with how "NASA" is typically represented in Ukrainian texts and ensures that the meaning of the sentence is preserved effectively.

(6) *Among the targets was Ukraine's largest dam - the DniproHES in Zaporizhzhia, which was hit eight times according to Ukrainian officials.* (BBC 15, URL) - Серед цілей була найбільша гребля України - ДніпроГЕС у Запоріжжі, в яку, за даними українських чиновників, влучили вісім разів.

"DniproHES" stands for "Dnipro Hydroelectric Power Station," which is a significant landmark and infrastructure in Ukraine, which is known among the target readers. Furthermore, explanation of the abbreviation is preserved in the context.

4. Loan translation (calque) - is the process of breaking down the word into its component parts and translating each part separately in order to render the translation without losing any of their original meaning or context.

(7) *And in the UK, regulators, security services and government are battling to protect this year's general election from malign foreign interference.* (BBC 4, URL) - А в Об'єднаному королівстві Великобританії регулятори, служби безпеки та уряд борються за те, щоб захистити цьогорічні загальні вибори від зловмисного іноземного втручання.

This example shows, that except of just using the main method - loan translation, we can add generalization method to emphasise the word “united” in original text. As for the initialism UK, derived from United Kingdom, it would be most appropriate to translate it with the full corresponding form United Kingdom of Great Britain, since the corresponding abbreviation OK is not common in Ukrainian-language texts. Also, you can see concretization: “Великобританії”, which was added to point out the country

itself.

(8) *Less attention has been given to the possible benefits of AI.* (BBC 4, URL) - Натомість менша увага приділяється можливим перевагам ІІ.

This acronym is rendered into Ukrainian with the help of loan translation, the letters are changed according to translation of “artificial intelligence”. To extend the meaning, generalization can be used, so the second variant “штучний інтелект” can be used.

(9) *It reminds them to edit the final product carefully, though, as LLMs (large language models) such as ChatGPT have a worrying tendency to "hallucinate" or make things up.* (BBC 4, URL) - Це нагадує їм про необхідність ретельного редагування кінцевого продукту, оскільки ВММ (великі мовні моделі), такі як ChatGPT, часто демонструють тенденцію до "галюцинацій" або створення неправдивих речей.

The equivalent from TL is used in order to provide context for the specific sphere of IT or computer science technologies, thus to reach audience with diverse background knowledge.

(10) *The group, says Twaronite, is around 80% Gen Z and millennial workers, average age about 27.* (BBC 6, URL) - За даними компанії Twaronite, ця група на 80% складається з представників покоління Z та міленіалів, середній вік яких становить близько 27 років.

"Gen Z" refers to the generation of people born roughly between the mid-1990s and the early 2010s, succeeding the millennials. Since this term may not be directly translatable into Ukrainian, the loan translation method is employed to create an equivalent term using words or phrases in the target language that convey a similar meaning.

(11) *Today, EY operates 23 Neurodiverse Centers of Excellence (NCoE) across the world, designed to support workers with autism, dyslexia, ADHD and other cognitive differences.* (BBC 6, URL) - Сьогодні компанія EY управляє 23 центрами передового досвіду з питань нейророзвитку (NCoE) по всьому світу, призначеними для підтримки працівників з аутизмом, дислексією, РДУГ (Розладу дефіциту уваги та

гіперактивності) та іншими когнітивними розладами.

The process of loan translation involves translating and replacing morphemes of the model language “ADHD” with their equivalent in the recipient language “РДУГ” adding description to inform readers about the particular disorder in medicine sphere.

(12) *The songwriter hitchhiked to NYC from Minnesota to meet Woody Guthrie, the singer who had inspired him to play folk music.* (BBC 8, URL) - Автор пісень приїхав автостопом до Нью-Йорка із штату Міннесота, щоб зустрітися з Вуді Гатрі, співаком, який надихнув його на виконання авторської музики.

The abbreviation is conveyed with the help of full proper name of the city, because Ukrainian language can not provide shortened variant as it's in English.

(13) *James Olson, the CIA's former head of counterintelligence, told BBC News last month that the case illustrates how Cuba's intelligence services outwitted the US government.* (BBC 11, URL) - Джеймс Олсон, колишній голова контррозвідки ЦРУ, заявив минулого місяця в інтерв'ю Бі-Бі-Сі Ньюз, що цей випадок ілюструє, як кубинські спецслужби обманули уряд США.

(14) *During three meetings with the undercover FBI agent, Rocha began to divulge details about his time working as a secret agent for the Cuban government, the charging document described.* (BBC 11, URL) - Під час трьох зустрічей з агентом ФБР під прикриттям Роча почав розкривати подробиці своєї роботи в якості секретного агента кубинського уряду, повідомляється в документі з обвинуваченням.

(15) *Pyongyang is trying to make semiconductors for its weapons programmes, the National Intelligence Service (NIS) says.* (BBC 17, URL) - Пхеньян намагається виробляти напівпровідники для своїх збройових програм, заявляє Національна розвідувальна служба (НРС).

Acronyms in examples (13,14,15) are rendered into Ukrainian with the help of existing equivalents of security services, which are members of Intelligence Community. Although the meaning is the same, some letters are changed in TL in order to use a pre-existing equivalent term.

(16) *The UK's Gross Domestic Product (GDP) - a widely-used measure of the size of the economy - has grown by 21% since 2010.* (BBC 18, URL) - Валовий внутрішній продукт (ВВП) Великобританії - широко використовуваний показник розміру економіки - зріс на 21% з 2010 року.

(17) *Remember, this is the total tax take, not just personal taxes, national insurance or VAT.* (BBC 18, URL) - Пам'ятайте, що це загальний обсяг податкових зборів, а не лише особисті податки, національне страхування чи ПДВ.

Both “GDP” and “VAT” are indirectly linked to government revenue, so there translator opts for a meaning-based translation

5. Generalization – deals with substitution of the SL words (phrases) of a narrow meaning by the TL words (phrases) of a general or broader meaning.

(18) *He also ordered Bankman-Fried to forfeit \$11bn that can be used to compensate victims.* (BBC 3, URL) - Він також наказав конфіскувати у Бенкмана-Фріда 11 мільярдів доларів, які можуть бути спрямовані на виплату компенсацій постраждалим.

(19) *The 104km Barranca Larga-Ventanilla highway is an impressive feat of engineering and offers a smooth, quick ride to the coast.* (BBC 9, URL) - 104-кілометрова автомагістраль Барранка-Ларга-Вентанілья - це справжній витвір інженерного мистецтва, який забезпечує плавну та швидку дорогу до узбережжя.

In these cases, the English graphic abbreviations “bn” and “km” are translated into Ukrainian as мільярдів and кілометрова, thus generalization is used, in which an abbreviations are translated into their full form and are expanded to sound appropriate in Ukrainian context.

(20) *Crews remained on standby to assist and left at 2.15am on Saturday, 9 March.* (BBC 10, URL) - Екіпажі залишалися в готовності надати допомогу і виїхали о 2.15 ночі в суботу, 9 березня.

The abbreviation “am” stands for “midnight”, so in target language we use full form to clarify the time when using a 12-hour clock – “ніч”.

(21) *Senior researcher Prof Majid Ezzati, of Imperial College London, told the BBC: "In many of these island nations it comes down to the availability of healthy food versus unhealthy food. (BBC 12, URL) - Старший дослідник, професор Маджид Еззаті з Імперського коледжу Лондона повідомив Бі-Бі-Сі: "У багатьох з цих острівних країн питання полягає в доступності здорової та шкідливої їжі"*

6. Differentiation – is used to render words with broad meaning from SL, that don't have direct equivalents in TL, so the meaning can be chosen from the options in dictionary, which suits the context best of all.

(22) *And Mr Twyman is quick to dismiss the idea LLMs could be used to simulate voters. (BBC 4, URL) - І пан Твайман швидко відкидає ідею про те, що ВММ можуть бути використані для підробки голосів виборців.*

The shortening “Mr.” was translated with the help of the Ukrainian equivalent “Пан” and we need to pay attention to national peculiarities while translating, as some people can translate it as “Містер”, which is not widely used in Ukrainian language.

7. Substantiation – is replacing the SL words (phrases) with a generic meaning by the TL words (phrases) with a more specific meaning.

(23) *Alan Lomax, a folk musician of the era, will be played by Nick Offerman, who starred in Parks and Rec, Pam and Tommy, The Last of Us and BBC Two's Good Omens. (BBC 8, URL) - Народного музиканта тієї епохи Алана Ломакса зіграє Нік Офферман, який знявся у фільмах "Парки і зони відпочинку", "Пем і Томмі", "Останні з нас" та "Добрі передвісники" на каналі Бі-бі-сі 2.*

Emphasising the “BBC channel” using substantiation shows us a streaming service for TV shows and programmes, which helps us to identify the right source of information.

(24) *Looking across the G7 - a group of advanced economies - debt is well over 100% of GDP for Canada, France, Italy and the US. (BBC 18, URL) - Якщо подивитися на Велику сімку - групу країн з розвиненою економікою - то борг Канади, Франції, Італії та США значно перевищує 100% ВВП.*

The translator refers to full form of the abbreviation “G7” in SL and translates it,

ensuring more specific meaning for TL, because some people can be unaware of proper meaning.

8. Modulation – is replacement of the SL word or phrase by TL item, which is logically connected with the original item.

(25) *They face Western Conference rivals the Minnesota Timberwolves on Saturday (01:00 GMT) before taking on the Cleveland Cavaliers on Sunday (20:30 GMT).* (BBC 5, URL) - У суботу (01:00 за Гринвічем) вони зіграють із суперниками із Західної конференції "Міннесота Тімбервулвз", а в неділю (20:30 за Гринвічем) зіграють із "Клівленд Кавальєрс".

(26) *Decidedly unplugged, they're the type of places where ATMs are out of cash for a week and stable Wi-Fi is pretty much non-existent.* (BBC 9, URL) - Це місця, де банкомати вже тиждень не видають готівку, а стабільного Wi-Fi майже не існує.

(27) *An investigation has been launched into the cause of a fire which broke out onboard HMS Queen Elizabeth while it was moored in Argyll and Bute.* (BBC 10, URL) - Розпочато розслідування причин пожежі, що спалахнула на борту корабля її величності Королеви Єлизавети під час його швартування в Аргайлі і Б'юті.

(28) *Petrie was appointed as CEO in January 2019 and said in March there would be a period of readjustment "this year and into next year" after financial issues.* (BBC 13, URL) - Петрі був призначений генеральним директором у січні 2019 року, а в березні заявив, що після вирішення фінансових проблем буде період перебудови "цього року і в наступному році".

While using modulation technique, the idea or meaning is the same, but the phrases that are used in the source and target languages are different – the source language is not translated word-for-word into the target language. In all examples above, translator converted the abbreviation form to regular word structure in order to introduce a semantic change in TL.

The results of the analysis of 28 cases of translating abbreviations with the help of lexical and semantic transformations may be represented in the following diagram Fig.2.1.

In the process of analysis, it was revealed that 11 analysed elements were rendered by means of loan translation and it is the most frequently used method (39%), 4 analysed elements were rendered by means of generalization (14%) and modulation (14%), 3 analysed elements were rendered by means of transliteration (11%), 2 analysed elements were rendered by means of transcodification (7%) and substantiation (7%) and 1 analysed element was rendered by means of transcription (4%) and differentiation (4%).

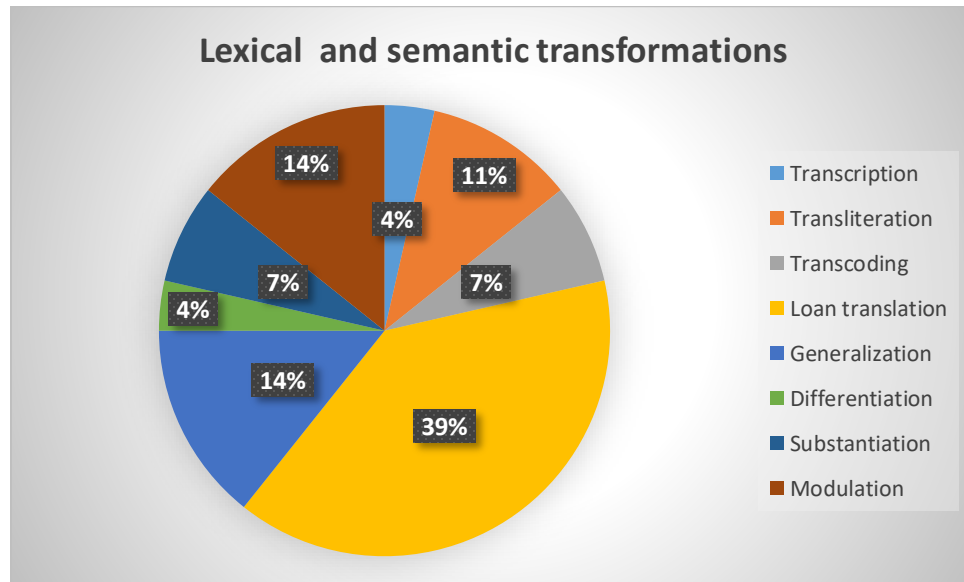


Fig. 2.1. Lexical and semantic transformations in conveying abbreviations and acronyms in media discourse

2.2 Grammatical transformations in the translation of media discourse abbreviations and acronyms

Grammatical transformations - is another group of translating procedures, which comprises all types of transformations involving units of SL grammar. English language is known to be analytical, and therefore the connections between words are expressed in it mainly by the order of words and this priority of syntax do not always have counterparts in the Ukrainian language. This makes it necessary to apply grammatical transformations in the process of translation This category includes: word for word reproduction, transposition, addition, omission.

1. Word for word reproduction (zero translation) – is used is used to translate

language units that are translated so literally that every word in the target language unit must retain the same place as in the original.

(29) *The two most recent opinion polls suggest that Mr Zuma's party - known by the acronym MK (uMkhonto we Sizwe) - is making a huge impact.* (BBC 2, URL) - Згідно з результатами двох останніх опитувань суспільної думки, партія пана Зуми, відома під назвою MK (uMkhonto we Sizwe), набирає величезну популярність.

The combination of letters is rendered into Ukrainian in a form of word for word reproduction method, as the names of political parties remain unchanged to convey proper context in terms of general idea.

(30) *FTX ("Futures Exchange") was one of the world's largest crypto exchanges before its demise, turning Bankman-Fried into a business celebrity and attracting millions of customers who used the platform to buy and trade cryptocurrency.* (BBC 3, URL) – До свого краху FTX ("Futures Exchange") була однією з найбільших криптовалютних бірж у світі, яка перетворила Бенкмана-Фріда на відому бізнес-знаменитість і залучила мільйони клієнтів, що користувалися платформою для купівлі та торгівлі криптовалютою.

In given example, abbreviation can not be translated into TL, so we use the letters of English alphabet, without changing the original name of the company. Because of descriptive method of rendering proper name in this utterance, the reader will have clear ideas about the purpose of the firm, even without TL equivalent.

(31) *Among other things, Campaign Lab runs training courses for Labour and Liberal Democrat campaigners on how to use ChatGPT (Chat Generative Pre-trained Transformer) to create the first draft of election leaflets.* (BBC 4, URL) - Зокрема, Campaign Lab проводить навчальні курси для кампаній лейбористів та ліберал-демократів про те, як використовувати ChatGPT (Породжувальний попередньо натренований трансформер-чат) для створення перших проектів передвиборчих листівок.

As Chat GPT resently has become worldwide AI tool, the Ukrainian adaptation of

the name is not needed yet, so translator can use the SL variant, but make sure, that descriptive translation is also added in case somebody doesn't know about this programme.

(32) *It comes after a UN advisor said evidence showed the government's Work Capability Assessment programme (WCA) led to 600 suicides in three years.* (BBC 16, URL) - Це сталося після того, як радник ООН заявив, що дані свідчать про те, що урядова програма оцінки працездатності (WCA) призвела до 600 самогубств за три роки

2. Transposition – is a change in the order of words in phrases and sentences, which is often caused by the structural differences in expressing the theme and rheme in different languages.

(33) *The move brings one of the highest profile espionage cases between Cuba and the US to an unexpectedly rapid conclusion.* (BBC 11, URL) - Це рішення призводить до несподівано швидкого завершення однієї з найгучніших справ про шпигунство між Кубою та США.

The word order change can be the reason of different information structures and functional sentence perspective of SL and TL, as in Ukrainian sentence object is in the end of the utterance and forms a clause.

3. Addition – is used to compensate for semantic or grammatical loses, so the letters or words in TL are added that are absent in SL.

(34) *Serbian Jokic, 29, is a two-time MVP winner, having won the crown in the 2020/21 and 2021/22 seasons.* (BBC 5, URL) - 29-річний серб Йокіч є дворазовим володарем титулу MVP (найціннішого гравця), завоювавши корону в чемпіонатах 2020/21 та 2021/22 років. + loan translation

As there is no equivalent of abbreviation “MVP” in Ukrainian language, more words should be added in translating an original utterance which are a sort of extension to it and clarification of the term, that is mainly used in sport.

(35) *Braun, 22, is hoping to become just the second player to win the NCAA and*

two consecutive NBA titles in three straight years at the end of this season. (BBC 5, URL) - 22-річний Браун сподівається стати другим гравцем, який виграв чемпіонат НСАА (Національної асоціації студентського спорту) і два титули НБА протягом трьох років поспіль наприкінці цього сезону.

(36) *But how does Nasa know with such certainty that T CrB (a white dwarf star named T Coronae Borealis) is going to erupt over the next few months specifically?* (BBC 7, URL) - Але звідки НАСА знає з такою впевненістю, що біла карликова зоря Т Північної Корони спалахне саме в найближчі кілька місяців?

The absence of a ready-to-use lexical correspondence of “T CrB” in TL for a certain unit of translation makes it necessary to resort to periphrastic explanations like: “біла карликова зоря Т Північної Корони”.

(37) *My visit was limited to a small string of villages: the sleepy, hippie town of Mazunte; the fishing village St Agustinillo; and the LGBTQ-friendly Zipolite.* (BBC 9, URL) - Я відвідав лише кілька сіл: спальне хіпі-містечко Мазунте, рибальське село Сант-Агустінільо та дружнє до ЛГБТ-спільноти Зіполіте.

In this example, addition of word “спільноти” to the abbreviation “ЛГБТ” is necessitated by what may be called "lexical incompleteness" in the source language in order to convey proper understanding of an initialism that stands for "lesbian, gay, bisexual, and transgender".

(38) *World Health Organization (WHO) director general Dr Tedros Adhanom Ghebreyesus said: "This new study highlights the importance of preventing and managing obesity from early life to adulthood, through diet, physical activity, and adequate care."* (BBC 12, URL) - Генеральний директор Всесвітньої організації охорони здоров'я (ВООЗ) д-р Тедрос Адханом Гебрейесус: "Це нове дослідження підкреслює важливість профілактики та лікування ожиріння з раннього дитинства до зрілого віку за допомогою дієти, фізичної активності та адекватного догляду".

“ВООЗ” is implemented in order to provide the equivalent in Ukrainian by adding information without which the meaning of these sentences would not be sufficiently clear

for target reader.

(39) *The impact of issues such as climate change, disruptions caused by the Covid-19 pandemic and the war in Ukraine risk worsening both rates of obesity and underweight, by increasing poverty and the cost of nutrient-rich foods.* (BBC 12, URL) - Вплив таких проблем, як зміна клімату, кризи, спричинені пандемією коронавірусної інфекції Covid-19, та війна в Україні, може призвести до погіршення рівня захворюваності як на ожиріння, так і на дефіцит маси тіла, через зростання бідності та вартості продуктів харчування, багатих на поживні речовини.

There ellipsis of “Covid-19” in a SL where it is considered redundant, have to be restored in a TL since it is useful to mention the origin of the disease in it.

(40) *The UN's nuclear watchdog, the IAEA, said the Zaporizhzhia nuclear power plant lost connection to the main power line for almost five hours on Friday following the Russian attacks.* (BBC 15, URL) - Ядерний наглядовий орган ООН, МАГАТЕ, заявив, що Запорізька атомна електростанція втратила зв'язок з основною лінією електропередач майже на п'ять годин у п'ятницю після російських атак.

Addition is represented in adding extra letter to abbreviation in order to use Ukrainian equivalent as these are well-known organisations. This technique is often used in media discourse with acronyms or abbreviations to ensure that the information is clear and understandable to a wide audience.

5. Omission (Elimination) – is a transformation opposite to addition and is used with the aim to avoid redundant information in the utterance.

(41) *The MoD (Ministry of Defence) said the blaze was quickly extinguished and no ordnance was involved in the incident.* (BBC 10, URL) - Міністерство оборони заявило, що пожежа була швидко ліквідована, а боєприпаси не були задіяні в інциденті.

(42) *A statement from Ulster Rugby and the IRFU (Irish Rugby Football Union) said an interim chief executive would be appointed while a recruitment process was carried out.* (BBC 13, URL) - У заяві Ольстерського регбі та Ірландського

футбольного союзу регбі йдеться про те, що тимчасовий виконавчий директор буде призначений на час проведення процесу відбору кандидатів.

(43) *The Soldiers of Oxfordshire Museum (SOFO) in Woodstock will commemorate the 80th Anniversary of D-Day by expanding its permanent displays.* (BBC 14, URL) - Музей солдатів Оксфордширу у Вудстоку вшанує 80-ту річницю "Дня Д", шляхом розширення своїх постійних виставкових експозицій. (BBC 14, URL)

(44) *Shadow disabilities minister Vicky Foxcroft spoke out following Britain's long-delayed appearance before the UN's Committee on the Rights of Persons with Disabilities (UNCRPD) in Geneva at the start of the week.* (BBC 16, URL) - Заступник міністра у справах людей з інвалідністю Вікі Фокскрофт висловилася після довгоочікуваного виступу Британії перед Комітетом ООН з питань Конвенції прав людей з інвалідністю в Женеві на початку тижня.

(45) *A number of disabled people's organisations (DPOs) also sent delegations to the session.* (BBC 16, URL - Ряд організацій людей з обмеженими можливостями також направили делегації на засідання.

In all examples (41,41,43,44,45) the abbreviation itself is omitted and only descriptive translation is used because of the difference in combinability of SL and TL, this reducing is not affecting coherence of the parts of speech in the utterance.

The results of the analysis of 17 cases of translating abbreviations with the help of grammatical transformations may be represented in the following diagram Fig.2.2. In the process of analysis, it was revealed that 7 analysed elements were rendered by means of addition and it is the most frequently used method (41%), 5 analysed elements were rendered by means of omission (29%), 4 analysed elements were rendered by means of word for word reproduction (24%) and 1 analysed element was rendered by means of transposition (6%).

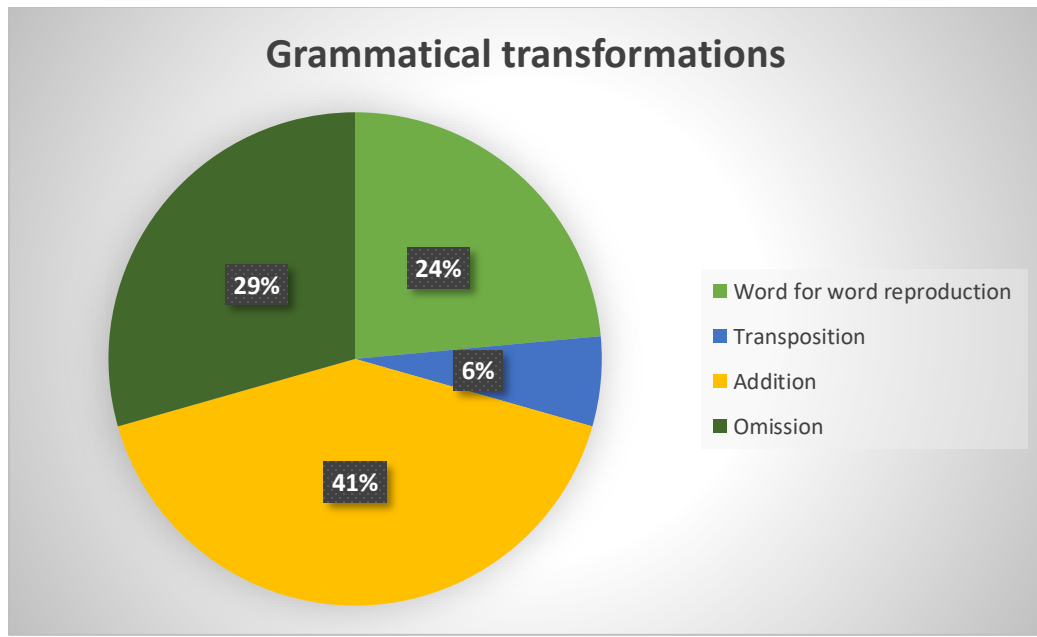


Fig. 2.2. Grammatical transformations in conveying abbreviations and acronyms in media discourse

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

Lexical and grammatical transformations is a group which ensure the required degree of equivalence by a number of changes of both lexical and grammatical nature. They involve a different arrangement of ideas, a different point of view and other semantic modifications whenever a direct translation of a SL unit proves impossible.

1. Total reorganization (rearrangement, restructuring) – rearranges the inner form of any segment of the text and presumes equivalence of the content in translation.

(46) *Today, as EY's global vice chair of diversity, equity and inclusiveness, she oversees DEI programmes for 400,000 people across 150 countries.*

(BBC 6, URL) - Сьогодні, як глобальний віце-голова управління компанії Ernst & Young Global Limited (відомої як EY) з питань DEI - різноманітності, справедливості та інклюзивності, вона курує ці програми для 400 000 людей у 150 країнах світу.

Way of total reorganization of analysed elements is used to save the main point of the sentence and make it easier for readers to perceive the information.

2. Compensation - is a rendering method in which elements of the original content

that were lost during translation are transmitted in the text in some other way to compensate for semantic loss.

(47) *One gentleman had a PhD from MIT (Massachusetts Institute of Technology), and applied for a teaching job, but he was given a janitorial staff position instead.* (BBC 6, URL) - Один чоловік отримав ступінь доктора філософії в Массачусетському технологічному інституті і подав заявку на викладацьку роботу, але замість цього йому запропонували позицію прибиральника.

The abbreviation “PhD” is transmitted to the TL as “ступінь доктора філософії” in order to preserve semantic qualities of the utterance and specify the most common degree at the highest academic level. Also the case with omission of “MIT” can be viewed as “left the bar” word that can be omitted in the context.

(48) *A military museum is appealing a wider range of D-Day stories and childhood memories from 1944.* (BBC 14, URL) - У військовому музеї представлено широкий спектр розповідей про військову операцію, яка пов'язана з датою «День Д» та дитячі спогади 1944 року.

In this example, we specify the term “День Д” that is commonly used in military affairs to refer to the day a military operation begins.

(49) *In addition to the anniversary exhibition, other stories and perspectives will be explored, such as the contribution of many RAF stations and other sites across Oxfordshire.* (BBC 14, URL) - Окрім ювілейної виставки, будуть досліджені інші історії та перспективи, такі як внесок багатьох станцій Королівських військово-повітряних сил та інших об'єктів по всьому графству Оксфордшир.

“RAF stations” is rendered with the help of semantic compensation which is used as a means to compensate for sense losses while translating and nationally specific units, as here we have “станцій Королівських військово-повітряних сил”, from rendering it's clear to reader that it is connected with UK.

(50) *The Office for Budget Responsibility (OBR) - the independent body which makes forecasts for the government - predicts that it will collect 37.1p of every pound*

generated in the economy in 2028-29. (BBC 18, URL) - Управління бюджетної відповідальності - незалежний орган, який робить прогнози для уряду - передбачає, що у 2028-29 роках уряд збере 37,1 пенні з кожного фунта, отриманого в економіці.

“OBR” is rendered with the help of correspondent descriptive phrase in TL with close meaning, which is an acceptable way of referring to government entity.

The results of the analysis of 5 cases of translating abbreviations with the help of lexical and grammatical transformations may be represented in the following diagram Fig.2.3. In the process of analysis, it was revealed that 4 analysed elements were rendered by means of compensation (80%) and 1 analysed element was rendered by means of total reorganisation (20%).

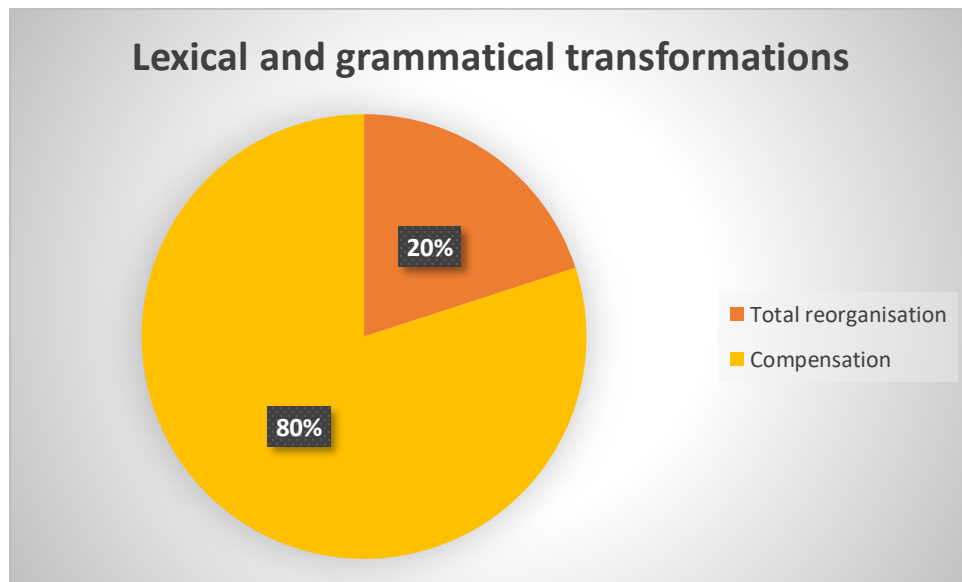


Fig. 2.3. Grammatical transformations in conveying abbreviations and acronyms in media discourse

The study has examined 50 sentences with abbreviations and acronyms taken from BBC news website. The results have proven that abbreviations and acronyms of both languages may be translated in lexical, grammatical, lexical-grammatical ways and are presented in the following diagram Fig 2.4. Around 28 examples (56%) were rendered into Ukrainian by means of lexical and semantic transformations, 17 examples (28%) were rendered by means of grammatical transformations and 5 examples (10%) – by means of lexical and grammatical transformations. On the basis of the results we can point out that

lexical and semantical transformations which include transcription, transliteration, transcoding, loan translation, generalization, differentiation, substantiation, modulation are used more commonly in conveying abbreviations and acronyms while rendering mass media discourse texts.

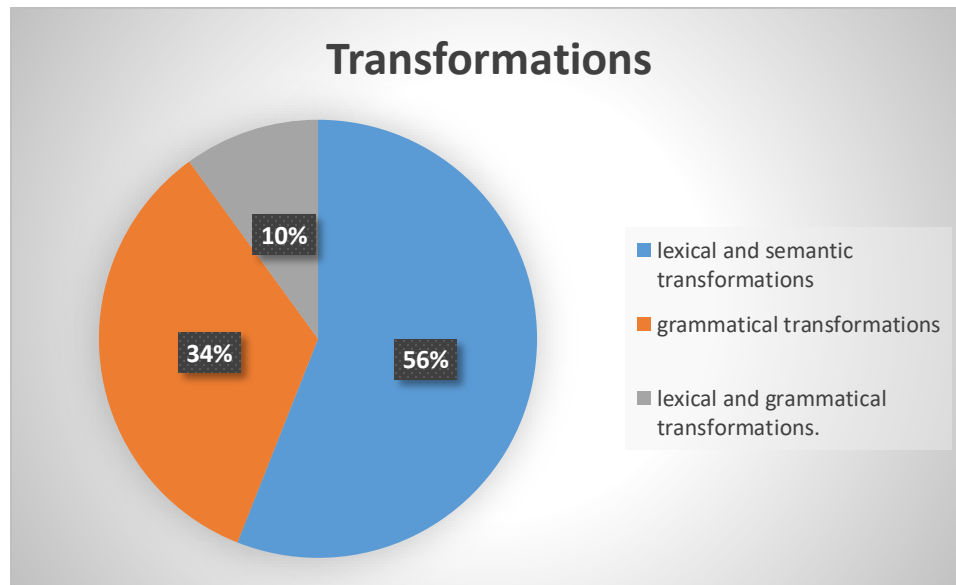


Fig. 2.4. Transformations in conveying abbreviations and acronyms in media discourse

In the process of translation of abbreviations and acronyms, found in mass media discourse we have found that loan translation - 22% is the most frequently used method when it comes to rendering these units from SL to TL. While addition comprises 14% of all transformations, omission - 10%, generalization - 8%, compensation - 8%, modulation – 8%, word for word reproduction – 8%, transliteration - 6%, substantiation – 4%, transcoding – 4%. Transcription, transposition, total reorganization and differentiation comprise 2% and they are the less frequent in conveying abbreviation and aronyms in mass media discourse. The following diagram Fig 2.5 illustrates all the cases of transformations below.

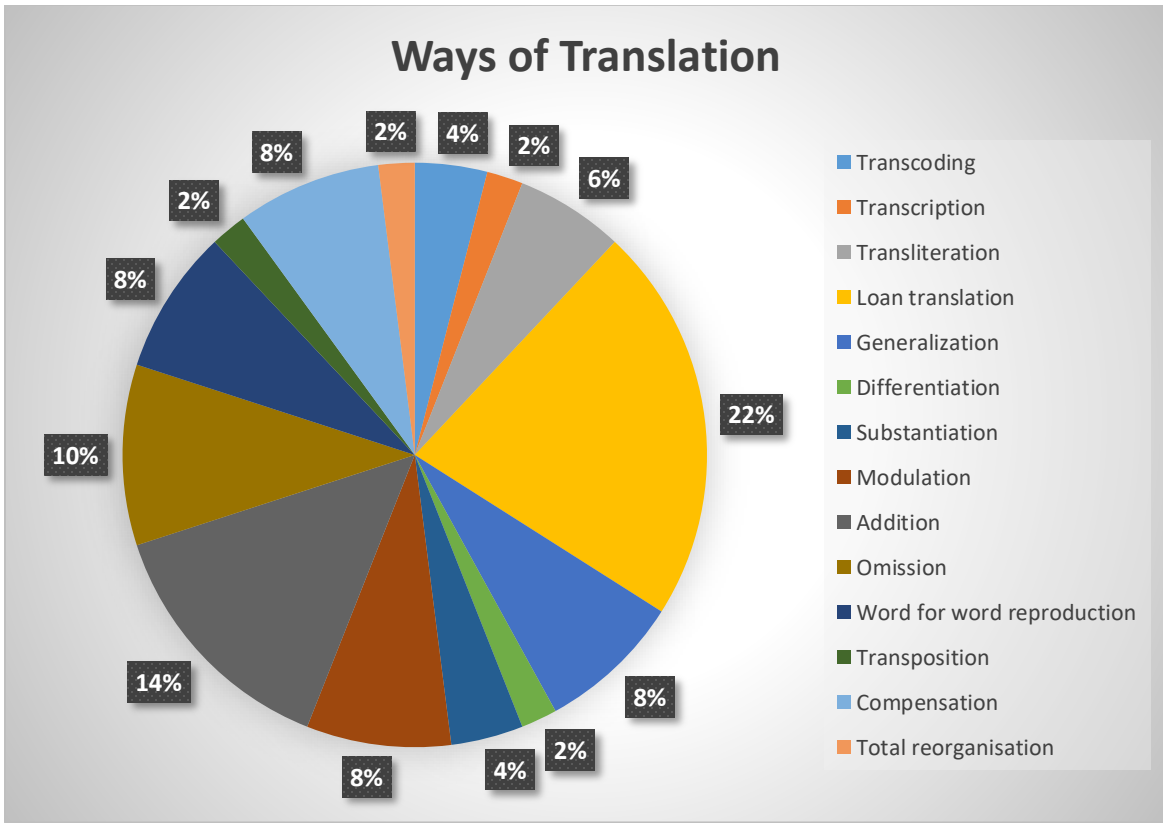


Fig. 2.5. Way of translation abbreviations and acronyms in media discourse

CONCLUSIONS

In the process of research, we have analyzed structural and semantic features of the translation of abbreviations and acronyms based on the material mass media publications.

In the theoretical part, we studied the notion of abbreviations and acronyms as the subject of a plethora of research in lexicography. Abbreviations (initialisms, shortenings, contractions and acronyms) are compound words formed by the first letters or other parts of words that are widely used in oral and written speech. Acronym is understood as an abbreviation consisting of the first letters of each word in the name of something, pronounced as a word.

Thus, the formation of new abbreviations is a rational and objective process in the evolution of modern languages that aims to reduce the length of lexical units and thus make them more comprehensible. The rapid development of abbreviations and the significant increase in the vocabulary of modern English due to the emergence of numerous abbreviations arouse the natural interest of linguists in the processes of their formation and functioning.

In the process of research, we have reached the aim, studied and have analyzed structural and semantic features of the translation of abbreviations and acronyms based on the material mass media publications. To reach the aim of the investigation we completed the following tasks:

- have studied the usage of abbreviations and acronyms in the English and Ukrainian mass media discourse;
- have identified the main translation options for abbreviations and acronyms in mass media discourse
- have analyzed the lexical and grammatical features of abbreviations and acronyms in mass media discourse

In the practical part of research, we analyzed 50 sentences with abbreviations and

acronyms from BBC news website. and options of their translation. These options were divided into 3 groups: lexical and semantic transformations (transliteration, transcription, transcoding, loan translation, generalization, substantiation, differentiation and modulation), grammatical transformations (addition, omission, transposition, word for word reproduction) and lexical and grammatical transformations (compensation and total reorganization). On the basis of research, it was revealed that 56% of analysed examples were rendered into Ukrainian by means of lexical and semantic transformations, 28% were rendered by means of grammatical transformations and 10% – by means of lexical and grammatical transformations.

In the process of translation of abbreviations and acronyms, found in mass media discourse we have found that loan translation - 22% is the most frequently used method when it comes to rendering these units from SL to TL. While addition comprises 14% of all transformations, omission - 10%, generalization - 8%, compensation - 8%, modulation – 8%, word for word reproduction – 8%, transliteration - 6%, substantiation – 4%, transcoding – 4%. Transcription, transposition, total reorganization and differentiation comprise 2% and they are the less frequent in conveying abbreviation and aronyms in mass media discourse.

In conclusion, rendering English-language abbreviations and acronyms into Ukrainian requires careful consideration of the context and target audience. The ability to choose and make the right transformation is one of the translator's main professional skills, one that requires exercise in imagination, intuition, and cultural outlook. By employing a combination of the methods discussed, translators can ensure accurate, clear translation, which is connected with the ability to identify a translational problem correctly and to make a suitable translational transformation for any given situation.

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№	Original	Translation
1	<i>The <u>BBC</u> has contacted his lawyer for comment. (BBC 11, URL)</i>	Бі-Бі-Сі вийшла на зв'язок з його адвокатом для отримання коментарів.
2	<i>The 81-year-old is leading its campaign in the 29 May general election, urging people to turn their backs on the <u>ANC</u> (African National Congress) led by his successor, President Cyril Ramaphosa. (BBC 2, URL)</i>	81-річний екс-президент очолює свою кампанію на загальних виборах 29 травня, і наполягає на тому, щоб люди не голосували за <u>АНК</u> (Африканський національний конгрес) на чолі з його наступником, президентом Сирілом Рамафосою.
3	<i>The Nuggets won the <u>NBA</u> for the first time last season and currently top the Western Conference. (BBC 5, URL)</i>	Минулого року команда "Nuggets" вперше виграла чемпіонат НБА і наразі очолює рейтинг Західної Конференції.
4	<i>The ship had to withdraw from a <u>Nato</u> exercise last month because of an issue with a starboard propeller shaft coupling. (BBC 10, URL)</i>	Минулого місяця корабель довелося зняти з навчань НАТО через проблему з муфтою правого гребного валу.
5	<i>No expensive telescope will be needed to witness this cosmic performance, says <u>NASA</u>. (BBC 7, URL)</i>	Для того, щоб стати свідком цього космічного дійства, не потрібно мати дорогий телескоп, запевняють в НАСА.
6	<i>Among the targets was Ukraine's largest dam - the <u>DniproHES</u> in Zaporizhzhia, which was hit eight times according to Ukrainian officials. (BBC 15, URL)</i>	Серед цілей була найбільша гребля України - ДніпроГЕС у Запоріжжі, в яку, за даними українських чиновників, влучили вісім разів.
7	<i>And in the <u>UK</u>, regulators, security services and government are battling to protect this year's general election from malign foreign interference. (BBC 4, URL)</i>	А у Великій Британії регулятори, служби безпеки та уряд борються за те, щоб захистити цьогорічні загальні вибори від зловмисного іноземного втручання.
8	<i>Less attention has been given to the possible benefits of <u>AI</u>. (BBC 4, URL)</i>	Натомість менша увага приділяється можливим перевагам ШІ.
9	<i>It reminds them to edit the final</i>	Це нагадує їм про необхідність

	<i>product carefully, though, as <u>LLMs</u> (large language models) such as ChatGPT have a worrying tendency to "hallucinate" or make things up. (BBC 4, URL)</i>	ретельного редагування кінцевого продукту, оскільки ВММ (великі мовні моделі), такі як ChatGPT, часто демонструють тенденцію до "галюцинацій" або створення неправдивих речей.
10	<i>The group, says Twaronite, is around 80% <u>Gen Z</u> and millennial workers, average age about 27. (BBC 6, URL)</i>	За даними компанії Twaronite, ця група на 80% складається з представників покоління Z та міленіалів, середній вік яких становить близько 27 років.
11	<i>Today, EY operates 23 Neurodiverse Centers of Excellence (<u>NCoE</u>) across the world, designed to support workers with autism, dyslexia, <u>ADHD</u> and other cognitive differences. (BBC 6, URL)</i>	Сьогодні компанія EY управляє 23 центрами передового досвіду з питань нейророзвитку (NCoE) по всьому світу, призначеними для підтримки працівників з аутизмом, дислексією, РДУГ (Розладу дефіциту уваги та гіперактивності) та іншими когнітивними розладами.
12	<i>The songwriter hitchhiked to <u>NYC</u> from Minnesota to meet Woody Guthrie, the singer who had inspired him to play folk music. (BBC 8, URL)</i>	Автор пісень приїхав автостопом до Нью-Йорка із штату Міннесота, щоб зустрітися з Вуді Гатрі, співаком, який надихнув його на виконання авторської музики.
13	<i>James Olson, the <u>CIA's</u> former head of counterintelligence, told <u>BBC News</u> last month that the case illustrates how Cuba's intelligence services outwitted the <u>US</u> government. (BBC 11, URL)</i>	Джеймс Олсон, колишній голова контррозвідки ЦРУ, заявив минулого місяця в інтерв'ю Бі-Бі-Сі Ньюз, що цей випадок ілюструє, як кубинські спецслужби обманули уряд США.
14	<i>During three meetings with the undercover <u>FBI</u> agent, Rocha began to divulge details about his time working as a secret agent for the Cuban government, the charging document described. (BBC 11, URL)</i>	Під час трьох зустрічей з агентом ФБР під прикриттям Роча почав розкривати подробиці своєї роботи в якості секретного агента кубинського уряду, повідомляється в документі з обвинуваченням.
15	<i>Pyongyang is trying to make semiconductors for its weapons programmes, the National Intelligence Service (<u>NIS</u>) says. (BBC 17, URL)</i>	Пхеньян намагається виробляти напівпровідники для своїх збройових програм, заявляє Національна розвідувальна служба (НРС).
16	<i>The UK's Gross Domestic Product (<u>GDP</u>) - a widely-used measure of the</i>	Валовий внутрішній продукт (ВВП) Великобританії - широко

	<i>size of the economy - has grown by 21% since 2010. (BBC 18, URL)</i>	використовуваний показник розміру економіки - зріс на 21% з 2010 року.
17	<i>Remember, this is the total tax take, not just personal taxes, national insurance or <u>VAT</u>. (BBC 18, URL)</i>	Пам'ятайте, що це загальний обсяг податкових зборів, а не лише особисті податки, національне страхування чи ПДВ.
18	<i>He also ordered Bankman-Fried to forfeit \$11bn that can be used to compensate victims. (BBC 3, URL)</i>	Він також наказав конфіскувати у Бенкмана-Фріда 11 мільярдів доларів, які можуть бути спрямовані на виплату компенсацій постраждалим.
19	<i>The 104km Barranca Larga-Ventanilla highway is an impressive feat of engineering and offers a smooth, quick ride to the coast. (BBC 9, URL)</i>	104-кілометрова автомагістраль Барранка-Ларга-Вентанілья - це справжній витвір інженерного мистецтва, який забезпечує плавну та швидку дорогу до узбережжя.
20	<i>Crews remained on standby to assist and left at 2.15am on Saturday, 9 March. (BBC 10, URL)</i>	Екіпажі залишалися в готовності надати допомогу і виїхали о 2.15 ночі в суботу, 9 березня.
21	<i>Senior researcher Prof Majid Ezzati, of Imperial College London, told the BBC: "In many of these island nations it comes down to the availability of healthy food versus unhealthy food. (BBC 12, URL)</i>	Старший дослідник, професор Маджид Еззаті з Імперського коледжу Лондона повідомив Бі-Бі-Сі: "У багатьох з цих острівних країн питання полягає в доступності здорової та шкідливої їжі"
22	<i>And Mr Twyman is quick to dismiss the idea LLMs could be used to simulate voters. (BBC 4, URL)</i>	І пан Твайман швидко відкидає ідею про те, що ВММ можуть бути використані для підробки голосів виборців.
23	<i>Alan Lomax, a folk musician of the era, will be played by Nick Offerman, who starred in Parks and Rec, Pam and Tommy, The Last of Us and <u>BBC Two's Good Omens</u>. (BBC 8, URL)</i>	Народного музиканта тієї епохи Алана Ломакса зіграє Нік Офферман, який знявся у фільмах "Парки і зони відпочинку", "Пем і Томмі", "Останні з нас" та "Добрі передвісники" на каналі Бі-бі-сі 2.
24	<i>Looking across the <u>G7</u> - a group of advanced economies - debt is well over 100% of GDP for Canada, France, Italy and the US. (BBC 18, URL)</i>	Якщо подивитися на Велику сімку - групу країн з розвиненою економікою - то борг Канади, Франції, Італії та США значно перевищує 100% ВВП.
25	<i>They face Western Conference rivals</i>	У суботу (01:00 за Гринвічем) вони

	<i>the Minnesota Timberwolves on Saturday (01:00 GMT) before taking on the Cleveland Cavaliers on Sunday (20:30 GMT). (BBC 5, URL)</i>	зіграють із суперниками із Західної конференції "Міннесота Тімбервулвз", а в неділю (20:30 за Гринвічем) зіграють із "Клівленд Кавальєрс".
26	<i>Decidedly unplugged, they're the type of places where ATMs are out of cash for a week and stable Wi-Fi is pretty much non-existent. (BBC 9, URL)</i>	Це місця, де банкомати вже тиждень не видають готівку, а стабільного Wi-Fi майже не існує.
27	<i>An investigation has been launched into the cause of a fire which broke out onboard HMS Queen Elizabeth while it was moored in Argyll and Bute. (BBC 10, URL)</i>	Розпочато розслідування причин пожежі, що спалахнула на борту корабля її величності Королеви Єлизавети під час його швартування в Аргайлі і Б'юті.
28	<i>Petrie was appointed as CEO in January 2019 and said in March there would be a period of readjustment "this year and into next year" after financial issues. (BBC 13, URL)</i>	Петрі був призначений генеральним директором у січні 2019 року, а в березні заявив, що після вирішення фінансових проблем буде період перебудови "цього року і в наступному році".
29	<i>The two most recent opinion polls suggest that Mr Zuma's party - known by the acronym MK (uMkhonto we Sizwe) - is making a huge impact. (BBC 2, URL)</i>	Згідно з результатами двох останніх опитувань суспільної думки, партія пана Зуми, відома під назвою МК (uMkhonto we Sizwe), набирає величезну популярність.
30	<i>FTX ("Futures Exchange") was one of the world's largest crypto exchanges before its demise, turning Bankman-Fried into a business celebrity and attracting millions of customers who used the platform to buy and trade cryptocurrency. (BBC 3, URL)</i>	До свого краху FTX ("Futures Exchange") була однією з найбільших криптовалютних бірж у світі, яка перетворила Бенкмана-Фріда на відому бізнес-знаменитість і залучила мільйони клієнтів, що користувалися платформою для купівлі та торгівлі криптовалютою.
31	<i>Among other things, Campaign Lab runs training courses for Labour and Liberal Democrat campaigners on how to use ChatGPT (Chat Generative Pre-trained Transformer) to create the first draft of election leaflets. (BBC 4, URL)</i>	Зокрема, Campaign Lab проводить навчальні курси для кампаній лейбористів та ліберал-демократів про те, як використовувати ChatGPT (Породжувальний попередньо натренований трансформер-чат) для створення перших проектів передвиборчих листівок.

32	<i>It comes after a UN advisor said evidence showed the government's Work Capability Assessment programme (WCA) led to 600 suicides in three years. (BBC 16, URL)</i>	Це сталося після того, як радник ООН заявив, що дані свідчать про те, що урядова програма оцінки працездатності (WCA) призвела до 600 самогубств за три роки
33	<i>The move brings one of the highest profile espionage cases between Cuba and the US to an unexpectedly rapid conclusion. (BBC 11, URL)</i>	Це рішення призводить до несподівано швидкого завершення однієї з найгучніших справ про шпигунство між Кубою та США.
34	<i>Serbian Jokic, 29, is a two-time MVP winner, having won the crown in the 2020/21 and 2021/22 seasons. (BBC 5, URL)</i>	29-річний серб Йокіч є дворазовим володарем титулу MVP (найціннішого гравця), завоювавши корону в чемпіонатах 2020/21 та 2021/22 років.
35	<i>Braun, 22, is hoping to become just the second player to win the NCAA and two consecutive NBA titles in three straight years at the end of this season. (BBC 5, URL)</i>	22-річний Браун сподівається стати другим гравцем, який виграв чемпіонат NCAA (Національної асоціації студентського спорту) і два титули НБА протягом трьох років поспіль наприкінці цього сезону.
36	<i>But how does Nasa know with such certainty that T CrB (a white dwarf star named T Coronae Borealis) is going to erupt over the next few months specifically? (BBC 7, URL)</i>	Але звідки НАСА знає з такою впевненістю, що біла карликова зоря Т Північної Корони спалахне саме в найближчі кілька місяців?
37	<i>My visit was limited to a small string of villages: the sleepy, hippie town of Mazunte; the fishing village St Agustinillo; and the LGBTQ-friendly Zipolite. (BBC 9, URL)</i>	Я відвідав лише кілька сіл: спальне хіпі-містечко Мазунте, рибальське село Сант-Агустинільо та дружнє до ЛГБТ-спільноти Зіполіте.
38	<i>World Health Organization (WHO) director general Dr Tedros Adhanom Ghebreyesus said: "This new study highlights the importance of preventing and managing obesity from early life to adulthood, through diet, physical activity, and adequate care." (BBC 12, URL)</i>	Генеральний директор Всесвітньої організації охорони здоров'я (ВООЗ) д-р Тедрос Адханом Гебрейесус: "Це нове дослідження підкреслює важливість профілактики та лікування ожиріння з раннього дитинства до зрілого віку за допомогою дієти, фізичної активності та адекватного догляду".
39	<i>The impact of issues such as climate change, disruptions caused by the</i>	Вплив таких проблем, як зміна клімату, кризи, спричинені

	<i>Covid-19 pandemic and the war in Ukraine risk worsening both rates of obesity and underweight, by increasing poverty and the cost of nutrient-rich foods. (BBC 12, URL)</i>	пандемією коронавірусної інфекції Covid-19, та війна в Україні, може призвести до погіршення рівня захворюваності як на ожиріння, так і на дефіцит маси тіла, через зростання бідності та вартості продуктів харчування, багатих на поживні речовини.
40	<i>The UN's nuclear watchdog, the IAEA, said the Zaporizhzhia nuclear power plant lost connection to the main power line for almost five hours on Friday following the Russian attacks. (BBC 15, URL)</i>	Ядерний наглядовий орган ООН, МАГАТЕ, заявив, що Запорізька атомна електростанція втратила зв'язок з основною лінією електропередач майже на п'ять годин у п'ятницю після російських атак.
41	<i>The MoD (Ministry of Defence) said the blaze was quickly extinguished and no ordnance was involved in the incident. (BBC 10, URL)</i>	Міністерство оборони заявило, що пожежа була швидко ліквідована, а боєприпаси не були задіяні в інциденті.
42	<i>A statement from Ulster Rugby and the IRFU (Irish Rugby Football Union) said an interim chief executive would be appointed while a recruitment process was carried out. (BBC 13, URL)</i>	У заяві Ольстерського регбі та Ірландського футбольного союзу регбі йдеться про те, що тимчасовий виконавчий директор буде призначений на час проведення процесу відбору кандидатів.
43	<i>The Soldiers of Oxfordshire Museum (SOFO) in Woodstock will commemorate the 80th Anniversary of D-Day by expanding its permanent displays. (BBC 14, URL)</i>	Музей солдатів Оксфордширу у Вудстоку вшанує 80-ту річницю "Дня Д", шляхом розширення своїх постійних виставкових експозицій. (BBC 14, URL)
44	<i>Shadow disabilities minister Vicky Foxcroft spoke out following Britain's long-delayed appearance before the UN's Committee on the Rights of Persons with Disabilities (UNCRPD) in Geneva at the start of the week. (BBC 16, URL)</i>	Заступник міністра у справах людей з інвалідністю Вікі Фокскрофт висловилася після довгоочікуваного виступу Британії перед Комітетом ООН з питань Конвенції прав людей з інвалідністю в Женеві на початку тижня.
45	<i>A number of disabled people's organisations (DPOs) also sent delegations to the session. (BBC 16, URL)</i>	Ряд організацій людей з обмеженими можливостями також направили делегації на засідання.
46	<i>Today, as EY's global vice chair of</i>	Сьогодні, як глобальний віце-голова

	<i>diversity, equity and inclusiveness, she oversees <u>DEI</u> programmes for 400,000 people across 150 countries. (BBC 6, URL)</i>	управління компанії Ernst & Young Global Limited (відомої як EY) з питань DEI - різноманітності, справедливості та інклюзивності, вона курує ці програми для 400 000 людей у 150 країнах світу.
47	<i>One gentleman had a <u>PhD</u> from <u>MIT</u> (Massachusetts Institute of Technology), and applied for a teaching job, but he was given a janitorial staff position instead. (BBC 6, URL)</i>	Один чоловік отримав ступінь доктора філософії в Массачусетському технологічному інституті і подав заявку на викладацьку роботу, але замість цього йому запропонували позицію прибиральника.
48	<i>A military museum is appealing a wider range of <u>D-Day</u> stories and childhood memories from 1944. (BBC 14, URL)</i>	У військовому музеї представлено широкий спектр розповідей про військову операцію, яка пов'язана з датою «День Д» та дитячі спогади 1944 року.
49	<i>In addition to the anniversary exhibition, other stories and perspectives will be explored, such as the contribution of many <u>RAF stations</u> and other sites across Oxfordshire. (BBC 14, URL)</i>	Окрім ювілейної виставки, будуть досліджені інші історії та перспективи, такі як внесок багатьох станцій Королівських військово-повітряних сил та інших об'єктів по всьому графству Оксфордшир.
50	<i>The Office for Budget Responsibility (<u>OBR</u>) - the independent body which makes forecasts for the government - predicts that it will collect 37.1p of every pound generated in the economy in 2028-29. (BBC 18, URL)</i>	Управління бюджетної відповідальності - незалежний орган, який робить прогнози для уряду - передбачає, що у 2028-29 роках уряд збере 37,1 пенні з кожного фунта, отриманого в економіці.

РЕЗЮМЕ

Курсову роботу присвячено специфіці використання абревіатур та акронімів в англomовних текстах медійного дискурсу та особливості їхнього відтворення українською мовою. У ході роботи проаналізовано специфіку абревіатур та акронімів як об'єкт перекладу, розглянуто їх класифікацію у медіа-дискурсі та здійснено перекладацький аналіз фактичного матеріалу дослідження (абревіатур та акронімів у контексті текстів медійного дискурсу на основі матеріалу з сайту Бі-бі-сі Ньос, усього 50 одиниць). Окрім цього, у курсовій роботі складено таблицю, що містить використані способи перекладу досліджених абревіатур та акронімів.

Ключові слова: абревіатура, акронім, класифікація, медійний дискурс, переклад, медіа, текст, контекст, інформація.