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Thematic component and transfer of information during the translation of publicistic texts into Ukrainian and English (on the material of the Kyiv Post)

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КУРСОВА РОБОТА
З ПЕРЕКЛАДУ

ОСОБЛИВОСТІ СЕМАНТИЧНОГО ТРАНСФЕРУ ТА ЗБЕРЕЖЕННЯ ЗМІСТУ ПОВІДОМЛЕННЯ ПІД ЧАС ПЕРЕКЛАДУ НАУКОВИХ СТАТЕЙ З АНГЛІЙСЬКОЇ НА УКРАЇНСЬКУ МОВУ

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ЗАВДАННЯ
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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.	
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INTRODUCTION

The term paper is focused on the thematic component and transfer of information during the translation of publicistic texts into Ukrainian and English, specifically examining the material from the Kyiv Post. In today's globalized world, effective communication across languages is essential, particularly in the realm of journalism. This research delves into the thematic component and information transfer dynamics inherent in the translation of publicistic texts, focusing on the renowned Kyiv Post. The study's significance lies in its potential to enhance cross-cultural understanding, facilitate accurate information dissemination, and contribute to the advancement of translation studies.

As media outlets strive to reach diverse audiences, the translation of publicistic texts plays a pivotal role in bridging linguistic and cultural gaps. The Kyiv Post, as a prominent source of news and analysis, serves as a pertinent case study for investigating how thematic elements are preserved or modified during translation into Ukrainian and English. By examining the nuances of language transfer in publicistic content, this research aims to uncover patterns, challenges, and strategies employed in conveying information across languages. Understanding the impact of translation choices on the thematic coherence of news articles is crucial for maintaining the integrity of publicistic content, ensuring accurate representation, and preserving the intended message.

The main difficulties of a lexical nature during the translation of publicistic texts are mostly associated with the transfer of vocabulary that does not have equivalents, such as names, polysemous words, abbreviations, neologisms, specific terms, figurative phraseology. It is in these aspects that significant lexical-semantic and structural differences between the English and Ukrainian languages are observed, during the translation of which it is necessary to rearrange the structure of the syntax of sentences or lexical changes, such changes are called lexical-semantic transformations.

The aim of the work is to consider translation transformations that are used when translating English publicistic texts into Ukrainian.

Achieving the set goal involves solving the following **objectives***:*

−   to summarize the main characteristics of the newspaper publicistic style and specify the definition of the newspaper text.

−   to establish the main linguistic and stylistic changes occurring in the modern newspaper text.

−   to identify the problems of translation of publicistic texts.

−   to study translational transformations during the translation of publicistic texts.

The **object of research** is the lexical and grammatical features of English publicistic texts.

The **subject of the research** is the translation transformations used when translating English publicistic texts into Ukrainian

The material of the study was such publications as Kyiv Post.

The theoretical significance of the work lies in the linguistic description of the lexical-grammatical features of the texts of the English press and their translation and reproduction by means of the Ukrainian language.

The practical significance of the study is that the obtained results can be used by students in preparation for classes (seminar and practical) in the theory and practice of translation, writing essays, course and diploma theses, performing student scientific research on the problems of translation of publicistic information, as well as during passing various forms of translation practice.

Brief outline of the research paper structure. The work consists of an introduction, two chapters, conclusions, bibliography, list of reference materials, annex and summary in Ukrainian.

CHAPTER 1
GENERAL CHARACTERISTICS OF PUBLICISTIC STYLE

1.1. Research of publicistic style

A characteristic feature of the informative function of publicistic texts is that their authors consider it necessary to inform the widest possible audience about the most pressing problems for society and about the author's view of these problems. Another most important function of the publicistic style, in addition to the informative one, is the function of influence (Серажим, 2002, p. 55).

To fulfill this function, the texts in journalism contain all the signs of tendency, polemic, emotionality, which is connected with the desire of the authors to show confidence in their position, to cause the desired impact on the target audience. It is the function of influence that is fundamental in the publicistic style, thanks to which the publicistic style stands out among other types of literary speech.

The function of influence is also inherent in official business and conversational styles, but it is precisely in journalism that it directly affects the selection of linguistic means. The following main features are characteristic of the functional publicistic style:

1) economy in linguistic means, laconic presentation with informative saturation;

2) selection of language means, in which the main thing is their comprehensibility;

3) the use of sociopolitical vocabulary and phraseology, reinterpretation of the vocabulary of other styles (terminological vocabulary) for the purposes of journalism;

4) the use of language stereotypes and clichés characteristic of this style;

5) genre diversity and stylistic use of linguistic means: multiple meanings of words, resources of word formation (author's neologisms), emotional and expressive vocabulary;

6) the combination of features of publicistic style with features of other styles (scientific, official-business, literary-artistic, colloquial) determines the variety of topics and genres;

7) the use of figurative and expressive means of language, in particular means of stylistic syntax (rhetorical questions and exclamations, parallelism of construction, repetitions, inversion) (Шевлякова, 2013, p. 41).

In the publicistic style, the linguistic function of influence (agitation and propaganda) is implemented, which is combined with a purely informative function (news reporting). In publicistic works, issues of a very wide range of topics, current issues of modern times, which are of interest to modern society are investigated: political, economic, moral, philosophical, issues of culture, education, everyday life.

The publicistic style is used in social and political literature. Its main features include:

– economy of language means, laconic presentation with informative saturation;

– availability of sociopolitical vocabulary and phraseology, reinterpretation of vocabulary of other styles (in particular, terminological) for the purposes of journalism;

– use of language stereotypes and clichés characteristic of a certain style;

– genre variety and the related variety of stylistic use of multiple meanings of the word, word-form resources (author's neologisms), emotional and expressive vocabulary;

– the use of figurative and expressive means of language, in particular means of stylistic syntax (rhetorical questions and exclamations, parallelism of construction, repetitions, inversion, etc.) (Серажим, 2002, p. 56).

In addition to the properties of integrity, the philosophical definition of this nomination emphasizes that the doctrine of integrity is changeable, as it is conditioned by a certain stage of development of scientific thinking. Such an

approach is largely capable of showing the integrity of the publicistic functional style as something that determines its specificity and uniqueness.

In this case, the concept of integrity converges with the concept of the essence of the phenomenon. In turn, a deeper understanding of the object's integrity is connected with a deeper study of its aesthetic value. The concept of integrity plays an essential role when the task is to obtain synthetic knowledge about the object and when the object itself is quite complex.

Transferring this position to the considered object of linguistic analysis, we emphasize that the genre stratification of the functional style is one of the indicators of this complexity, and the concept of genre differentiation is one of the most relevant for the study of the modern state of literary language styles. In modern linguistics, valuable knowledge about the genesis of a publicistic text has been accumulated, obtained during the study of this object in a functional and stylistic aspect (Шевлякова, 2013, p.14).

In domestic science, the study of the language of publicistic texts in the functional and stylistic aspect is discussed by Van Dijk (2005). The language of journalism is considered by a linguist as a special phenomenon with its own unique characteristics. The scientist notes that the language of journalism «*performs the task strictly and elementary communicatively*», and publicistic texts themselves are designed «*for the awareness of the maximum audience*», as well as «*for readers with a wide variety of stylistic skill*s».

A comprehensive concept of publicistic texts is given in the work of Schutz (2003), which also expresses the idea of the unity of the language of journalism. In particular, the author emphasizes that journalism performs two functions: promotion and informing. According to Schutz (2003), the specific features of publicistic texts are special expressiveness, expressiveness and the presence of a standard associated with expressiveness. At the same time, if the wide involvement of expressive means is determined by the functions of journalism, then the desire to standardize language means expresses an informative function.

It should be emphasized that the assessment expressed in publicistic texts, in contrast to the assessment that is traditionally thought of as socially fixed relation of native speakers to a non-linguistic object, which more or less objectively indicates the place of an object or phenomenon in the picture of the world, as a rule, is subjective, and evaluative subjectivity in journalism is social, not individual, and heterogeneous in based on the assessment (Серажим, 2002, p.41).

Lakoff (2004) distinguish several main types of assessment in publicistic texts of the late XXth and early XXIth centuries:

– ideologically motivated judgments about the conformity or non-conformity of the described referential situation with social group norms and standards;

– subjective-group emotional evaluation, based not on judgments, but on emotions arising from social-group consciousness.

The production of the text by the producer is stimulated and directed by the attitude to bring the content of the text to the recipient as fully as possible with the help of his plan of expression. The consequence of this setting is the choice by the producer of such content and structure of the projected text, as well as such means of language for their transmission, which in their entirety would be accessible to the understanding of the recipient of the text. Therefore, when creating publicistic texts, the producer's preference is given to the most tested and standardized means of speech, which can be generally adequately perceived by the widest possible range of recipients (Шевлякова, 2013, p. 36).

The greater the number of recipients involved in the communication process, the more universal the plan of expression of the text of the message should be. The specified discursive feature of publicistic speech contributes to certain restrictions on the use of various artistic and figurative means and techniques (for example, metaphors, allusions, etc.) in texts of this type, both quantitatively and qualitatively (Lakoff, 2004, p. 101).

The permissible number of these means is small: speech, in which a large number of poetic and stylistic techniques are observed, is not easy to perceive and

understand, therefore, it is unacceptable for the field of mass communication. In the qualitative relation to artistic techniques, there is a demand for commonness and the maximum possible transparency, since every author's, innovative technique has a high degree of information mystery, which also contradicts the nature of this sphere of communication, does not meet such criteria as simplicity and clarity (Lakoff, 2004, p. 47).

It should be noted that depending on the general orientation of the periodical, publicistic texts are characterized by a differentiated orientation towards certain categories of recipients – one or another publication is designed for a more or less prepared reader. The comparison of printed editions shows a certain correlation between the nature of the selection of language means and the sociocultural characteristics of the recipients. There is a certain selectivity in the selection of language means, taking into account the differentiated audience (Schutz, 2003, p. 15).

It should be noted that the language of newspapers has a large selection of linguistic, grammatical and compositional features that help bring the author closer to the «interlocutor». In order to have an informational impact on the public consciousness, the general constructive principles of using the most modern technical capabilities and special language tools are actively implemented in mass communication texts.

So research of publicistic style involves a comprehensive exploration of the distinctive features and characteristics inherent in publicistic writing. This style of writing is commonly associated with journalism, editorials, and other forms of non-fictional discourse intended for a wide audience. Investigating publicistic style requires a nuanced examination of linguistic elements such as tone, rhetoric, and language structures employed by writers to convey information, express opinions, or persuade readers.

1.2. Linguistic features of English publicistic texts

Lexical richness in English publicistic texts is exemplified by the adept use of words and phrases that go beyond simple communication, aiming to captivate and resonate with the audience. Journalists often leverage a diverse and sophisticated vocabulary to convey nuance, evoke emotions, and provide a nuanced perspective on the topics they cover. For instance, instead of using commonplace terms, a publicistic text might employ more elaborate expressions to describe a situation or event. Instead of stating that «economic conditions improved» a publicistic text might express it as «the economic landscape experienced a notable upturn». Here, the choice of words not only conveys the information but also adds depth and a sense of significance to the statement (Шевлякова, 2013, p. 58).

Furthermore, the use of specialized terminology and jargon within specific domains is another aspect of lexical richness in publicistic texts. This can be observed in articles discussing scientific advancements, technological innovations, or economic trends. For instance, a piece on advancements in artificial intelligence might incorporate terms like «*machine learning algorithms» or «neural networks,*» catering to a readership with a keen interest in the subject matter. In the realm of expressing opinions, lexical richness allows writers to convey their viewpoints with precision and impact. Rather than resorting to generic expressions, a columnist might use more nuanced language to articulate their stance.

In the language of newspapers, there are linguistic means that have a pronounced emotional and expressive color, there are colloquial, spatial and even slang elements and words that are included in the high, book vocabulary. The following lexical and phraseological units and word combinations are used here, which combine functional and expressive – evaluative coloring. Many words acquire a publicistic color if they are used figuratively. In the language of newspapers, emotionally and expressively colored syntactic constructions are

widely used, such as rhetorical questions, repetitions, inversions, exclamatory and propositional questions, etc. (Van Dijk, 2005, p. 41).

Statements that are inherent in the publicistic style always remain figurative, emotional and logical. The wide use of sociopolitical, economic, legal, cultural and educational vocabulary, and within certain limits – philosophical, technical, agricultural, once again proves the comprehensiveness of publicistic style topics. The publicistic style is also characterized by the avoidance of everyday, emotionally neutral words that express sensuality and expression.

The publicistic style of speech is often called a newspaper genre. This genre is sometimes characterized by eloquence, pathos, passion, enthusiasm, and excitement. Depending on the genre, words are used in a trocheic, mostly metaphorical sense (Van Dijk, 2005, p. 12).

In general, the principle of universal accessibility is that the content transmitted in the course of mass communication should be accessible to all members of society without any restrictions. Therefore, in a publicistic text, the producer excludes, if possible, everything that can cause difficulty in understanding the message for the «*average*» recipient: this is exactly what is meant when it is stated that the language of journalism should be communicatively meaningful. As a result, publicistic texts are characterized by a small number of artistic and figurative techniques.

1.3. Translation of publicistic texts as an independent type of translation

Today, being in an active process of integration, we must become more and more familiar with the news of the world in order to keep our finger on the pulse and always be informed. For this, it is worth reading not only Ukrainian newspapers and magazines, but also world publications.

Quite often we come across the issue of translation of publicistic texts and select the most appropriate methods and methods of its transfer from English to Ukrainian. The publicistic style uses linguistic means of different styles, which

determines the complexity of translation, the need for a highly qualified translator, who must be able to competently convey the content of the translated text, while preserving the expressiveness inherent in the publicistic text (Зимомря & Білоус, 2001, p. 32).

The function of the publicistic style, which distinguishes it from other language styles, can be formulated as follows: influence on the reader or listener in order to convince him of the correctness of the propositions put forward or to cause in him the desired reaction to what was said not so much by logically justified argumentation, but by the force and emotional intensity of the statement , showing those features of the phenomenon that can be most effectively used to achieve the set goal.

When translating publicistic texts, a *number of problems* arise, which are related to:

- the presence of a large number of linguistic clichés in the texts of the publicistic genre;
- active use of phraseological units;
- frequent use of metaphors and idioms (Горський, 2001, p. 95).

According to the method of translation into Ukrainian, figurative phraseology can be conditionally divided into four groups:

1) phraseological units that have a complete counterpart in the Ukrainian language and are fully calculated during translation: *a domino effect – ефект доміно;*

2) phraseological units, which partially do not coincide in imagery with Ukrainian ones: *to buy a pig in a poke – купити кота в мішку;*

3) phraseological units, when translated, the image completely changes: *to hang fire – призупинити роботу;*

4) phraseological units that are translated by neutral vocabulary: t*o cut no ice – нічого не досягати* (Акоп'янц, 2016, p. 16).

In the process of our research, we saw that the publicistic style is characterized by expressive means of expression. Such expression is mostly of a social nature. It is purposeful, clearly formulated and evaluative.

It is worth noting that various epithets, metaphors and similes play a special role here, which allows to talk about their publicistic type. Complex, artificial metaphors, epithets that are appropriate, for example, in poetry or in some prose genres, contradict the nature of mass communication.

During the research of publicistic texts, there is an active use of metaphor. The translator must clearly understand not only the direct meaning of the metaphor in publicistic discourse, but also must choose the counterpart in the language of translation. This counterpart should fit the context and convey the same essence as in the original language.

When translating publicistic texts, in most cases, epithets retain their semantics, structure, and stylistic function, that is, they have competitive counterparts in the translated language. During the conducted research, we analyzed the ways of reproducing the lexical and stylistic features of the language of the newspaper on the material of newspaper articles of English-language informational publications (Білоус, 2013, p. 41).

In addition, the following characteristic features of the English publicistic style are the most important for the translator's practical work:

1) colloquial and familiar nature of a number of materials;

2) emotional coloring through the use of jargon, paraphrases;

3) formality of titles and appeals;

4) specificity of newspaper headlines;

5) lexical features of newspaper and informational materials;

6) the use of terms (Демешко, 2009, p. 29).

The skill and experience of the translator play a huge role, because it is the translator who must understand the content of the newspaper headline well and be able to convey it well and correctly from the original language to the translated language.

Another problem when translating newspaper headlines is various kinds of abbreviations. Abbreviations that can be found in the English press can be divided into several groups:

− the first and most numerous group includes abbreviations of the names of parties, organizations, and various positions. For example, *FBI = Federal Bureau of Investigation = ФБР, NAM = National Association of Manufacturers = Національна асоціація підприємців = НАП. Gov = Governor; D. A, = District Attorney; Sen. = Senator; Rep. = Representative.*

− the second group of abbreviations are names of international organizations*: U.N. = United Nations; NATO = North Atlantic Treaty Organization та багато інших* (Корунець, 2008, p. 20).

So, the translation of the newspaper-publicistic style is characterized by certain specific features that the translator must take into account when translating this or that article, or even the title.

In order for the translation of a publicistic style text to be adequate (that is, «comprehensively conveys the semantic content of the original and fully corresponds to its functional and stylistic features» (Корунець, 2008), it is necessary to consider, first of all, to which range of stylistic register the given text belongs . That is, for which audience it is intended. And then, based on this, following certain language standards established in the edition to which the text belongs, select the correct counterparts of euphemisms, paraphrastic phrases, clichés, occasionalisms, quotes, aphorisms, popular expressions, etc.

Ilko Korunets' (2003) singles out three main features of translation transformations most characteristic of the publicistic style:

1. More personal nature of expressions in English texts.

2. Higher degree of categorical statements in Ukrainian-language texts.

3. Differences in the functional and stylistic affiliation of language units.

The more personal nature of the expressions in the English texts is caused by the fact that the author of the message tries to emphasize the role of the actor and the dependence of the surrounding environment on his feelings, assessments and

views. As a result, English expressions have a more subjective character (Korunets', 2003, p. 24). At the same time, publicistic texts in the Ukrainian language tend to reduce the degree of subjectivity of statements and try to present information objectively and impartially.

The higher degree of categorical statements in Ukrainian-language texts is due to the communicative attitude of the publicistic text to conviction. It is obvious that when the restraint of the original English text is deliberately preserved in the text of the Ukrainian translation, which, on the contrary, is characterized by greater categoricalness, the implementation of the function of persuasion becomes much more difficult.

Therefore, it is important to know what methods of softening the evaluation of the signified are used in the English language and how, in their translation, the level of categoricalness can be increased.

To soften expressions in English, the following are used:

– antonymic translation,

– transfer of the place of objection,

– replacing the Passive Voice into active one

– removal of modal assessment (Lakoff, 2004, p. 65).

The difference in the functional-stylistic attribution of language units is understood as the characteristic of language units based on their belonging to a certain language style: book-written, documentary-business, poetic, conversational, etc. The English publicistic style is characterized by a combination of various stylistic elements. Along with a neutral vocabulary devoid of signs of belonging to one or another functional style, it widely uses specific book phrases, colloquial expressions, slang, professionalisms, and terminological vocabulary.

The same stylistic diversity is characteristic of the publicistic style in the Ukrainian language. However, the quantitative ratio of stylistic words and expressions in both languages is different. So, for example, in Ukrainian journalism, words and expressions belonging to the documentary-business and

book-written language styles are more common. In English, on the contrary, preference is given to colloquial vocabulary.

From the point of view of translation, this means that instead of linguistic means belonging to one language style, means belonging to another can be used. Such changes in the functional and stylistic relationship of language units are called stylistic modification. The need for such transformations is obvious, but the translator, being under the influence of the original English text, sometimes does not take into account the differences in the frequency of use of certain linguistic units, which leads to a violation of the norms of the Ukrainian publicistic style (Недайнова, 2020, p. 47*).*

Therefore, when translating English publicistic texts, it is necessary that the information in the translated language be presented objectively and impartially. messages sounded more categorically, and words and expressions belonged mainly to documentary-business and book-written language styles.

So, general characteristics of publicistic style encompass a broad array of linguistic elements and rhetorical strategies employed in non-fictional discourse aimed at a diverse audience. This style, commonly associated with journalism, editorial writing, and other forms of mass communication, exhibits distinct features that set it apart from other modes of expression (Жмаєва, 2020, p. 20).

One key trait of publicistic style is its emphasis on clarity and accessibility. Writers often strive to convey information in a straightforward manner, ensuring that a wide range of readers can comprehend and engage with the content. This communicative accessibility is achieved using concise language, avoidance of unnecessary jargon, and a focus on conveying complex ideas in an easily digestible format.

CHAPTER 2
PUBLICISTIC DISCOURSE: DISCOURSE FEATURES, TRANSLATION OPTIONS

2.1. Lexical transformations in the translation of publicistic discourse

Transformation is the foundation of most translation techniques. It involves altering the formal components (lexical or grammatical transformations) or semantic components (semantic transformations) of the source text while preserving the intended information for communication. The need for transformations arises from the fact that each language has its own unique structure, and this structure cannot always be adequately conveyed in the translated text. Therefore, one of the most significant challenges faced by translators is the issue of translational transformations. To achieve the goal of accurately reproducing the content of the text in translation from another language, various transformations are employed, either wholly or partially changing the structure of the original sentences (Жмаєва, 2020, p. 36).

The primary task for the translator becomes achieving semantic equivalence between the source text and the translated text. To address this task, a corpus of diverse translational transformations is utilized. In such cases, transformations are applied at the level of componential equivalence to ensure semantic equivalence between the original text and the translated text

The need for lexical transformations appears when translating lexical units that do not have direct counterparts in the target language. Such units can be proper names and titles, as well as terms and concepts that are common in the country (s) of native speakers and absent in the country of native speakers of the translation language. The latter are also called realities. The main types of lexical transformations include the following translation techniques: translation transcription and transliteration, tracing and lexical-semantic substitutions (concretization, generalization, modulation) (Білоус, 2013, p. 20).

The vocabulary of mass media can be emotional and expressive, its language is constantly developing, and in the materials it is increasingly possible to notice the appearance of neologisms, phraseological units, and colloquial vocabulary. All of this is due to globalization, the mixing of cultures, the emergence of new technologies and the development of the language itself.

Let's consider the features of these transformations when translating publicistic texts.

*The Eurasia Group ranked the violence in the Middle East as the second greatest global risk, with the **Israel-Hamas** war «likely to be only the first phase in an conflict in 2024.»* – Група Eurasia визначила насильство на Близькому Сході як другий найбільший глобальний ризик, вказуючи, що війна між **Ізраїлем і Гамасом** «ймовірно буде лише першою фазою в конфлікті у 2024 році.» US *(Election Top Risk to World No Matter Who Wins: Consultancy. (n.d.-b).*

In this example «*Israel-Hamas*» can be considered a compound term that combines the names of two entities, Israel and Hamas. When dealing with such terms, transcription is typically used; the original names are usually retained in the translated text. This is because these names are specific and widely recognized, and attempting to transcribe them may lead to confusion or loss of clarity.

*The second ambush on Dec. 22 when, according to **Mykola Oleshchuk,** commander of the Ukrainian Air Force, it shot down three Russian Su-34 fighter-bomber aircraft.* – Друга засідка 22 грудня, коли, за словами командувача ВПС України Миколи Олещука, збила три російські винищувачі-бомбардувальники Су-34. – Друга засідка 22 грудня, коли, за словами командувача ВПС України **Миколи Олещука**, збила три російські винищувачі-бомбардувальники Су-34. *(*Sweet, 2024).

In the context of this example, «*Mykola Oleshchuk*» is a personal name written in the Latin alphabet (used in English), and when translating into Ukrainian, it is transliterated into the Cyrillic alphabet to maintain the pronunciation and make it more suitable for Ukrainian readers.

*At the same time, the farmers are seeking speedier payment of **subsidies** and compensation for those affected by drought or by disruptions caused by the import of Ukrainian cereals. – Водночас аграрії вимагають пришвидшення виплати **субсидій** і компенсацій тим, хто постраждав від посухи чи перебоїв із імпортом українських зернових* (Truck Drivers, Farmers Protest in Romania About Tax, Block Border with Ukraine. (n.d.-b).

The word «*subsidies*» in English was translated as «*субсидії*» in Ukrainian using transcription. The translator retained the meaning of the term, as subsidies refer to financial aid or support provided by the government to farmers to support their income or to encourage the production of certain goods.

*A jury in New York ordered former US president and 2024 candidate Donald Trump on Friday to pay $83.3 million to compensate the writer E. **Jean Carroll,** whom he was found to have sexually assaulted and defamed. – Жюрі у Нью-Йорку у п'ятницю вирішив, що колишній президент США та кандидат на виборах 2024 року Дональд Трамп повинен виплатити $83,3 мільйона на компенсацію письменниці Е**. Жан Керрол**, яку визнано жертвою сексуального насильства та образи.* (*Jury Orders Trump to Pay $83 mn for Sex Assault Defamation. (n.d.-b)*

Transcription is also used here, but additional information about the approximate Ukrainian equivalent «*Е. Жан Керрол*» is provided. Such transcription allows expressing the sound and structure of the name conveniently in the Ukrainian language.

*I was not surprised (by the award) partly because his egregious misbehavior during the trial could actually have alienated the jury,» said **Carl Tobias**, a professor at the **University of Richmond School of Law**. – Я не був здивований (нагородою) частково тому, що його кричуща погана поведінка під час судового розгляду могла насправді відштовхнути присяжних», – сказав **Карл Тобіас**, професор **Школи права Університету Річмонда.** (Jury Orders Trump to Pay $83 mn for Sex Assault Defamation. (n.d.-b)*

In this translation, proper names were transliterated, meaning they were converted from one script to another while maintaining their phonetic representation. The proper name «*Carl Tobias*» was transliterated as «*Карл Тобіас.*» Transliteration involves representing the sounds of a word in one language using the script of another language. In this case, the English name «*Carl Tobias*» was adapted to the Ukrainian alphabet. The name «*University of Richmond School of Law*» was not translated or changed in the Ukrainian version, indicating that it is often common to keep the original names of institutions when they don't have established Ukrainian equivalents.

*Conclusions About **Trump's** Election Prospects After **Iowa.** – Висновки щодо виборчих перспектив **Трампа** після **Айови*** (Vindman, 2024).

In the provided translation, the names «Trump» and «Iowa» were handled using a combination of transcription and transliteration. «Trump» was transcribed directly into Ukrainian using the equivalent sounds in the Ukrainian alphabet, resulting in «*Трамп*». The name «*Iowa*» was transliterated, converting the Latin characters into the Cyrillic script while attempting to maintain the original pronunciation. In this case, «Iowa» was transliterated as «*Айова*» .

*Trouble in Paradise: **Bali's** Battle with Misbehaving Tourists and Visa Regulations – Проблеми в раю: боротьба **Балі** з туристами, що погано поводяться, і візовими правилами* (Barret, 2024).

In the provided translation, the name «*Bali*» was transliterated using the Ukrainian alphabet to maintain its pronunciation while representing it in Cyrillic script. This approach ensures that the Ukrainian audience can read and recognize the name while preserving its original pronunciation.

*Governor **Wayan Koster** expressed concern over the significant violations, citing incidents like a model posing nude at a sacred tree and a drunk driver hitting a pedestrian. – Губернатор **Вейан Костер** висловив стурбованість значними порушеннями, посилаючись на такі випадки, як модель, що позувала оголеною біля священного дерева, і п'яний водій, який збив пішохода. (*Barret, 2024).

The name «*Wayan Koster*» was transcribed into Ukrainian as «*Вейан Костер*» to convey the pronunciation while adapting it to the phonetic rules of the Ukrainian language. This ensures that the name is recognizable and pronounceable for a Ukrainian-speaking audience.

US Secretary of State **Antony Blinken**, *Israeli President* **Isaac Herzog** *and Middle East leaders will attend a World Economic Forum in Davos next week dominated by the war in* **Gaza**, *the WEF said on Tuesday. – Державний секретар США* **Ентоні Блінкен**, *президент Ізраїлю* **Ісаак Герцог** *і лідери Близького Сходу візьмуть участь у Всесвітньому економічному форумі в Давосі наступного тижня, головним чином присвяченим війні в* **Газі,** *повідомляє ВЕФ у вівторок. (The Davos forum next week will hear many international leaders, including Ukraine's President Zelensky. (n.d.-b).*

In this sentence both transcription and transliteration were used for the translation of personal names: «*Antony Blinken*» was transcribed as «*Ентоні Блінкен*», «*Isaac Herzog*» was transliterated as «*Ісаак Герцог*».

Calque (or loan translation) can be defined as a word-for-word translation from one language into another.

The chairman of NATO's military committee said the bloc is preparing for a potential war with Russia and warned civilians to be ready as the largest **post-Cold War** *NATO exercise is due to take place. – Голова військового комітету НАТО заявив, що блок готується до потенційної війни з Росією, і попередив цивільних осіб бути готовими, оскільки мають відбутися найбільші навчання НАТО після холодної війни* (Chiu, 2024).

In this sentence proper names are used, which are more convenient to translate with the help of loan translation, and in general the sentence was translated literally. «*Cold War*» is translated as «*холодна війна*» where «*холодна*» is a direct translation of «*cold*» and «*війна*» means «*war*». This is an example of the loan translation, where a foreign term is translated literally into another language.

Loan translation is often used to translate cultural realities, events and terms. This method of transformation was noticed in an article with an economic orientation, where an accurate transfer of concepts was required.

*On Wednesday, **Secretary of State** Antony Blinken referred to a $175 million package as being "one of the last" that could be offered to Ukraine with the money that has already been approved by **Congress.** – У середу **держсекретар** Ентоні Блінкен назвав пакет на суму 175 мільйонів доларів «одним із останніх», який може бути запропонований для України із коштів, вже затверджених **Конгресом*** (Smart, 2023).

«*Secretary of State*» is translated as «*держсекретар*» where «*держ*» is a short form of «*державний*» meaning «*state*» and «*секретар*» means «*secretary.*» This is a loan translation to convey the meaning of the original term. «*Congress*» is translated as «*Конгрес*» maintaining the original spelling but using the Cyrillic script. This is also a calque, where the term is directly borrowed and adapted into another language.

*Subsequently, children's rights group Bris said it had seen a noticeable uptick in calls to its support **hotline** from children worried about the prospect of an impending war. – Внаслідок цього група з прав дитини «Бріс» повідомила, що помітила помітне зростання дзвінків на свою **гарячу лінію підтримки** від дітей, які турбуються про можливість війни.* (*Swedes Spooked as Government, Military Say to Prepare for War. (n.d.-b).*

In this translation, the term «*hotline*» is translated as «*гаряча лінія*» using the calque method. «*Гаряча лінія*» directly translates the meaning of «*hotline*» into Ukrainian while incorporating the established term commonly used in the Ukrainian language.

Loan translation encourages the implementation of two-way cross-linguistic correspondences between elementary lexical units, which are used as «building material» to reproduce the internal form of a borrowed or translated word like in the next example:

*Operational information received by the Dnipropetrovsk region police indicated the group's involvement in arms trading, illegal financial transactions, and large-scale **money laundering**. – Операційна інформація, отримана поліцією Дніпропетровської області, вказує на участь цієї групи в торгівлі зброєю, незаконних фінансових операціях та масштабному **відмиванні грошей**. (Arms Dealing Gang Detained in Dnipro - Nearly $6 Million Seized. (n.d.-b).*

Therefore, the translation accurately represents the concept of «*money laundering*» by using a direct equivalent in Ukrainian («*відмивання грошей*») and adding the descriptor «*масштабне*» to convey the scale of the operation.

*It is that the West is dealing with a cabal of greedy **white collar** criminals and technocrats, not an ideologically crazed cult committed to launching a nuclear holocaust on behalf of some insane beliefs or on the whim of a leader. – Це те, що Захід має справу з групою жадібних **білих комірців**-злочинців і технократів, а не з ідеологічно божевільним культом, який зобов'язаний розпочати ядерний голокост від імені якихось божевільних переконань або з примхи лідера. (South Africa's Genocide Case Against Israel Explained. (n.d.-b).*

In this given sentence, the term «*white collar*» has been translated into Ukrainian using the equivalent «*білі комірці.*» Therefore, the Ukrainian translation accurately conveys the notion of «*white collar*» by using the equivalent term while adding the element of criminality to capture the negative connotations associated with the original term.

*Our combat work to consolidate and expand the bridgehead continues in Krynky, and the enemy is trying to **knock out** our units. – У Кринках триває наша бойова робота по зміцненню та розширенню плацдарму, ворог намагається **вибити** наші підрозділи (Korshak, 2024).*

In this context «*вибити*» effectively communicates the enemy's attempt to eliminate or neutralize the Ukrainian units, maintaining the sense of urgency and aggression present in the original phrase «*to knock out*».

*Following supply shortages, annual inflation peaked in April 2022, then dropped to 13.7 percent in September as the ruble strengthened – largely thanks to **petrodollars**. – Після дефіциту пропозиції річна інфляція досягла піку в квітні 2022 року, а потім впала до 13,7 відсотка у вересні, коли рубль зміцнився – головним чином завдяки **нафтодоларам*** (Sanctions Really Are Hurting Russia – Analyst. (n.d.-b).

There are mixed cases when one part of the word is translated and the other is transcribed during loan translation: *petrodollars = нафтодолари*

The next technique we singled out is the *generalization* of the initial value. Let's analyze the following example:

*If the government continues to follow the department's dubious advice, it may have to deal with the **international embarrassment** that no scripted media soundbites can fix. – Якщо уряд продовжуватиме слідувати сумнівним порадам департаменту, можливо, йому доведеться мати справу з **міжнародним збентеженням**, яке не можуть виправити жодні сценарні звукові фрагменти ЗМІ* (Romaniw, 2024).

In the given context, the term «*international embarrassment*» is translated into Ukrainian as «*міжнародне збентеження*». This translation choice is prompted by the article's content, emphasizing the necessity for the Australian government to not only provide aid to Ukraine but also to amplify the level of assistance and elucidate to the public the reasons behind it, asserting that such support aligns with the interests of every Australian citizen. The translator has chosen an equivalent with a broader meaning to encompass the depth and implications suggested by the original term «*international embarrassment.*»

Lexical addition, a form of lexical translation transformation, encompasses the incorporation of supplementary words or expressions in the target language to effectively convey the complete meaning or nuanced aspects found in the source language. This adaptation becomes necessary when a straightforward, word-for-word translation falls short of capturing the comprehensive scope or cultural context embedded in the original text. For translators, lexical addition serves as a

valuable instrument to overcome linguistic and cultural disparities between the source and target languages, augmenting the translation with extra details that not only refine its accuracy but also enhance its cultural significance.

*Most **elected officials** on either side of the aisle hope to avoid this extremely unpopular outcome – the so-called "government shutdown." – Більшість **виборних посадових осіб** по обидва боки проходу сподіваються уникнути цього вкрай непопулярного результату — так званого «припинення роботи уряду».* (US Nears Government Funding Deadline, Again Risking Shutdown. (n.d.-b).

The term «*elected officials*» in English, while encompassing the general meaning, may not convey the same nuances or depth of political representation as the Ukrainian phrase «*виборні посадові особи*». Therefore, the addition of the phrase «*on either side of the aisle*» helps to capture the idea that these officials come from different political parties or perspectives, emphasizing the bipartisan nature of the hope to avoid a government shutdown. This lexical addition enhances the accuracy of the translation by incorporating the specific political context implied in the original Ukrainian expression.

*OSINT analyst Naalsio who has been documenting both Russian and Ukrainian losses during the battle for Avdiivka claims Moscow has lost 574 vehicles while Kyiv has only lost 44. – Наалсіо, Naalsio, аналітик OSINT **(Розвідка на основі відкритих джерел)** який документував втрати як Росії, так і України під час битви за Авдіївку, стверджує, що Москва втратила 574 машини, а Київ – лише 44* (York, 2024).

An explanation of the abbreviation «*OSINT*» has been added to the translation to provide clarity and understanding to the reader who may not be familiar with specific terms and abbreviations. The added information expands the content of the original by providing context regarding the analyst's activity and the source of the information. This approach to translation can improve the understanding of the text for an audience that does not have specialized knowledge in the field of military and intelligence activities.

Another factor in Congressional Republicans' calculus are the impending **presidential primaries**. – Ще одним фактором у розрахунках республіканців у Конгресі є наближення **президентських попередніх виборів** *(праймеріз)* (Smart, 2023).

The use of the lexical addition technique in the translation of the phrase «*президентські попередні вибори (праймеріз)*» (presidential primaries) in the sentence is motivated by the need to provide a more precise and culturally relevant equivalent in English. While the term «*presidential primaries*» captures the general idea, the addition of the parenthetical explanation «(*праймеріз*)» serves to clarify the nature of these elections for the Ukrainian audience. The term «*primaries*» in English may be less familiar to those not well-versed in the American political system, and the addition of «(*праймеріз*)» helps bridge this potential gap in understanding. This lexical addition enhances the accuracy of the translation by providing a more explicit explanation of the term «*presidential primaries*» making it accessible and comprehensible for a broader audience, particularly those not intimately familiar with the nuances of the U.S. political process.

A key advisor to President Volodymyr Zelensky **was upbeat** *on future American military assistance to Ukraine, after returning to Kyiv Wednesday after a whirlwind visit to Washington.* – Ключовий радник Президента Володимира Зеленського **висловив оптимізм** щодо майбутньої американської військової допомоги Україні після повернення до Києва у середу після бурхливого візиту до Вашингтона (Korshak, 2023).

The use of the lexical addition technique in the translation of the phrase «*was upbeat*» in the sentence is driven by the translator's choice to provide a more explicit and culturally resonant equivalent in Ukrainian. The English term «*upbeat*» suggests a positive and optimistic attitude. In Ukrainian, the phrase «*висловив оптимізм*» (expressed optimism) is used to convey the same positive sentiment. However, the addition of «*щодо майбутньої американської військової допомоги Україні*» (regarding future American military assistance to Ukraine) further clarifies the specific context in which the optimism is expressed.

The *concretization* of the original value is used in those cases when the degree of information orderliness of the original unit is lower than the degree of orderliness of the unit corresponding to it in terms of content in the language into which this unit is translated

Washington Insider: **It's Looking Grim** *For Ukraine Aid. –* *Вашингтонський інсайдер:* **перспективи невтішні** *для допомоги Україні»* (Smart, 2023).

The use of the specification technique in the translation of the phrase «It's *Looking Grim»* is evident in the addition of the phrase «*перспективи невтішні для допомоги Україні»* (prospects are bleak for aid to Ukraine) in Ukrainian. While «*It's Looking Grim»* conveys a sense of negativity or pessimism in English, the addition of «*перспективи невтішні для допомоги Україні»* specifies and concretizes this sentiment in Ukrainian. The Ukrainian translation not only captures the negative outlook but also clarifies that it pertains specifically to the prospects of aid to Ukraine. This specification technique enhances the accuracy of the translation by providing a more detailed and context-specific expression of the grim outlook. It ensures that the Ukrainian audience understands the specific dimension of the negativity being conveyed, aligning with the original meaning in English.

Historically, legislative leaders have used the **end-of-the-year vacation** *as leverage. – Історично лідери законодавчої влади використовували* **різдвяні відпустки** *як спосіб впливу* (Smart, 2023).

The use of the specification technique in the translation of the phrase «*end-of-the-year vacation»* in the sentence is aimed at providing a more explicit and culturally relevant equivalent in Ukrainian. While «*різдвяні відпустки»* (Christmas vacations) captures the general idea, the English phrase «*end-of-the-year vacation»* is more specific, referring to the period at the conclusion of the calendar year. To maintain this specificity in Ukrainian, the translator opted for «*різдвяні відпустки»* to concretize that the vacations in question are associated with the end of the year and, in many cultures, coincide with the Christmas holiday.

Equivalents fundamentally differ from calque in that in typical means of transferring neologisms the invariant of translation is the very meaning of the foreign language unit regardless of the nature of its connection with the external structure of the word, while in calque the invariant of translation is the form of the unit in the language (though not the sound or graphic, as in transcribing or transliteration, and lexical or lexical-morphological), the content side is left out of consideration.

*While President, Trump temporarily withheld congressionally approved military aid to Ukraine in a "**quid pro quo**" attempt to get Zelensky to start an investigation into then-Democratic nominee Joe Biden. – Під час свого президентства Трамп тимчасово утримував затверджену Конгресом військову допомогу Україні у спробі «**послуга за послугу»**, щоб домогтися від Зеленського розпочати розслідування тодішнього демократичного кандидата Джо Байдена. (Zelensky Slams Donald Trump's Surrender Plan to Stop War 'in 24 Hours'.* (n.d.-b).

This text headline uses the phraseological unit *'quid pro quo'* of Latin origin. The dictionary gives the following designation of this phraseology: *послуга за послугу*. In this case, it will be irrational to translate this title with one of the equivalents provided by the dictionary, since in this case the translation will not sound good. Therefore, the most optimal option will be a translation using a partial equivalent, which will help convey the national flavor of phraseology.

*If you have more protection, you move more slowly: you have to take cover in **shell holes** 15 times in 200 meters. – Якщо у вас більше захисту, ви рухаєтеся повільніше: вам потрібно 15 разів закриватися в ями від снарядів на 200 метрів. – Якщо у вас більше захисту, ви рухаєтеся повільніше: вам потрібно 15 разів ховатись у **воронках від снарядів** на 200 метрів* (Klitina, 2023).

In this sentence, the translator used the technique of equivalent to convey the word «*shell holes*». In the original text, «*shell holes*» refers to funnels from artillery shells, which are typical phenomena of military conflicts. The Ukrainian

translation of «*воронках від снарядів*» uses words that are the exact equivalent of the original terms and convey the same meanings. The use of the equivalent technique in this case helps to ensure the accuracy and fidelity of the translation, allowing the reader to imagine the absence of sinkholes and destruction in a military context. This is important to preserve the authenticity of the scene description and convey the military aspect of the text.

So, in any translation, lexical transformations take place, namely: tracing, transcription, transliteration, emphasis or neutralization of meaning, generalization and specification, description and commentary. The need for lexical changes is due mainly to different lexical structures of languages, different ways of perceiving and reflecting reality, different rules of conjugation and traditions of using certain combinations and clichés.

Regarding lexical transformations, 7 cases of transcription, 4 cases of transliteration, 6 cases of tracing, 1 case of generalization, 4 cases of lexical addition, 2 cases of concretization, 4 cases of equivalents were found in 50 examples.

2.2. Grammatical transformations in the translation of publicistic discourse

The analysis of grammatical transformations in publicistic translation goes beyond a mere transference of words; it involves a meticulous examination of sentence structures, syntactic patterns, and rhetorical devices. Translators navigate through the complexities of grammatical nuances to convey the author's intended message while adapting to the linguistic and cultural context of the target audience.

This exploration aims to shed light on the various grammatical strategies utilized in the translation of publicistic texts, highlighting their impact on maintaining coherence, style, and communicative effectiveness. By understanding the grammatical transformations specific to publicistic discourse, translators can

enhance the fidelity and eloquence of their translations, ensuring that the essence and rhetorical flair of the original text are preserved in the target language.

The most common grammatical transformations include syntactic assimilation (literal translation), clause division, combining sentences, grammatical substitutions (forms of a word, part of speech, or part of a sentence). The reason for changing the word order is the communicative structure of the sentence. The translation of the English sentence required a transformation of the sentence structure to achieve the most accurate match. In some cases, the change of word order during translation is due to the degree of freedom of semantic conjugation in both languages, as well as compression, which is characteristic of the English language.

Literal translation, also known as syntactic assimilation, involves reshaping the syntactic structure of the original text to align with a similar structure in the translated language. This method, often referred to as the «zero» transformation, is applied when identical syntactic structures exist in both the source and target languages. Employing this approach can result in a complete correspondence of language units and their order in both the original and translated texts. Nevertheless, when translating from English to Ukrainian, structural adjustments occur. Elements such as articles, linking verbs, and other auxiliary components may be omitted, contributing to a transformation in the morphological forms of lexical units within the Ukrainian rendition. Here are examples of literal translation.

At the recent prestigious Web Summit in Lisbon dedicated to advancing forward-looking technology, Ukraine's representatives showcased its impressive IT potential. – На недавньому престижному веб-самміті в Лісабоні, присвяченому просуванню передових технологій, представники України продемонстрували свій вражаючий потенціал у сфері інформаційних технологій (Zolotnytska, 2023).

The sentence was translated literally to maintain fidelity to the original text and convey the message accurately in Ukrainian. The literal translation ensures that the key elements, structure, and meaning of the source text are preserved in the

target language. In this case, a direct correspondence between English and Ukrainian was maintained to accurately reflect the context and content of the sentence, especially when discussing Ukraine's representation and demonstration of its IT potential at the prestigious Web Summit in Lisbon dedicated to advancing forward-looking technology.

Today's products have been donated by the Canada-Ukraine Foundation, a diaspora organization, and the Ukrainian Federation of Foodbanks, which redistributes excess items from supermarket chains. – *Сьогоднішню продукцію надали Канадсько-Українська фундація, діаспорна організація та Українська федерація харчових банків, яка перерозподіляє надлишки з мереж супермаркетів* (Shmigel, 2023).

The sentence was translated literally to maintain accuracy and faithfulness to the original text. A literal translation ensures that the information is conveyed as closely as possible while preserving the structure and meaning of the source text. In this case, the translation accurately reflects that the products mentioned in the sentence were donated by the Canada-Ukraine Foundation, a diaspora organization, and the Ukrainian Federation of Foodbanks, which redistributes excess items from supermarket chains. The literal approach is chosen to provide an accurate representation of the entities involved and their roles in the context of the sentence.

They will be alright in the end. That's a town founded by free Cossacks in 1702. They survived not just this occupation, but the Holodomor. – *В кінці кінців у них все буде добре. Це місто, засноване вільними козаками в 1702 році. Вони пережили не тільки цю окупацію, але й Голодомор* (Shmigel, 2023).

In this case, the literal translation ensures that the English version reflects the sentiment and details expressed in Ukrainian. The phrase «*They will be alright in the end*» is translated to convey the optimistic message, and details about the town founded by free Cossacks in 1702 and its resilience, surviving both the mentioned occupation and the Holodomor, are retained to provide a comprehensive and accurate portrayal in English.

Bipartisan US Senate talks on a border security deal that some have set as a condition for further Ukraine aid have hit a critical point, lawmakers said on Thursday (25 January), though the chamber's top Democrat said the **negotiators** *would continue to push forward. –* Як заявили законодавці в четвер (25 січня), двопартійні переговори в Сенаті США щодо угоди про безпеку кордону, яку деякі висунули як умову подальшої допомоги Україні, досягли критичної точки, хоча головний демократ палати заявив, що **участники переговорів** продовжуватимуть просуватися вперед (US Senate Struggles to Clinch Border Deal, Ukraine Aid at Stake. (n.d.-b).

In addition to the restructuring of the sentence, namely: bringing the circumstances of time and place to the beginning of the sentence, permuting the predicate and addition, a number of other substitutions, both grammatical and lexical, were needed. In Ukrainian, the phrase *«участники переговорів»* (participants in the negotiations) was used to convey the idea of individuals involved in the negotiation process. The term *«negotiators»* in English is more specific, explicitly referring to individuals engaged in negotiations. In Ukrainian, the broader term *«участники переговорів»* was chosen to encompass participants in the talks, allowing for a more general and inclusive translation. This addition technique maintains the overall meaning while choosing a more general term in Ukrainian to ensure that all participants in the negotiations are covered, not only those strictly identified as negotiators. It provides a flexible and inclusive term to convey the broader involvement in the translated sentences.

Transposition is a change in the order of words in a sentence or sentences in a text, for example: *South Africa's Genocide Case Against Israel Explained. –* Роз'яснено питання щодо геноциду в Південній Африці проти Ізраїлю (South Africa's Genocide Case Against Israel Explained (n.d.-b).

The sentence was translated using transposition to adjust the word order and structure while maintaining the overall meaning. Transposition involves changing the position of words or phrases in a sentence to create a grammatically correct and coherent expression in the target language.

Kyiv's immediate need is for the fight against Russia's full-scale invasion, but it also has one eye on the future. – Негайна потреба Києва – це боротьба проти повномасштабного вторгнення Росії, але водночас увага зосереджена і на майбутньому (Ukraine Wants Its Own Arms Factories. (n.d.-b).

Ukrainian Lawmaker Andriy Ivanchuk Dies Aged 50 – У віці 50 років помер народний депутат України Андрій Іванчук https://www.kyivpost.com/post/21968

In these sentences, the change in word order is employed to adapt the structure and syntax to the conventions of the target language (Ukrainian), ensuring clarity and grammatical correctness while conveying the intended meaning. The first sentence starts with the subject «*Kyiv's immediate need*» followed by the predicate. In Ukrainian, the word order is adjusted to match the typical subject-verb-object structure by placing «*Негайна потреба Києва*» (*Kyiv's immediate need*) at the beginning of the sentence.

In the translated sentence, the order of words at the beginning has been rearranged compared to the original English sentence.

Geo-located footage released by the Khorne Group of the Ukrainian military, shows dozens of burnt out and destroyed Russian vehicles along the route into Stepove, north of Avdiivka. – Оприлюднене геолокаційне відео, представлене Корнською групою української армії, показує десятки згорілих та знищених російських транспортних засобів по маршруту до селища Степове, на північ від Авдіївки (York, 2024).

The order of words at the beginning of the sentence changes in translation through the implementation of structural adaptations and translation transformations. Ukrainian has its grammatical and structural peculiarities, and to convey the same meaning as in the source text, the translator reorganizes the word order. In this case, «*Geo-located footage released by the Khorne Group of the Ukrainian military*» becomes «*Оприлюднене геолокаційне відео, представлене Корнською групою української армії*», while preserving the sense and information.

The main change in word order is the placement of the adverb «*rapidly»* («швидко» in Ukrainian). In the original English sentence, «r*apidly»* comes after the main verb «changed,» while in the Ukrainian translation, the equivalent adverb «швидко» precedes the verb «*змінилася.*»

This shift in word order is a common feature of translation between English and Ukrainian. In English, adverbs often appear after the main verb, while in Ukrainian, they typically precede the verb. The translator made this adjustment to ensure the natural flow and grammatical correctness of the target language while maintaining the overall meaning of the original sentence.

One video shows yet another Russian armored column being decimated during an attack, with Russian troops simply running away and abandoning their vehicles. – На одному відео показано ще одну російську бронетехнічну колону, знищену під час атаки, а російські війська просто втікають і кидають свої машини (York, 2024).

In this transformation, the focus has shifted from explicitly stating that «*Russian troops»* are running away and abandoning their vehicles to a more generalized mention that the vehicles are abandoned, and the action of running away is attributed to the Russian troops without explicitly stating it. The use of Passive Voice often allows for a more neutral or detached tone and can be employed for stylistic or rhetorical purposes.

The "Zhytomyr Drone" platform was recently launched in Ukraine to supply ordinary Ukrainians with the knowledge, materials and logistic assistance to build **first-person view** *(FPV) drones suitable for deployment to the front line. – Нещодавно в Україні була запущена платформа «Zhytomyr Drone» для надання звичайним українцям знань, матеріалів та логістичної допомоги для створення дронів* **з переглядом від першої особи** *(FPV), придатних для використання на фронті* (York, 2024).

Transposition is used here when the last nominal group of the original text becomes the first during translation.

Substitution is a translation technique that involves replacing a word or phrase in the source language with an equivalent word or phrase in the target language while preserving the overall meaning. This technique is commonly used when the source language term does not have a direct equivalent in the target language, or when using a literal translation might result in confusion, awkwardness, or loss of meaning.

The number category of nouns exists in both English and Ukrainian languages. However, in the use of nouns in the singular and plural, there are quite significant differences with respect to nouns. This fact leads to grammatical transformations during translation, in particular – replacing the plural of an English noun with a singular in the Ukrainian language, and vice versa.

*«We look forward to **the knowledge** and experience that Secretary Pompeo will contribute to Kyivstar as an active and independent member of the Kyivstar Board," he added. – «Ми очікуємо на **знання** та досвід, які Секретар Помпео внесе в Київстар як активний та незалежний член Ради Київстару», – додав він* (Struck, 2023).

The word knowledge in English is used only in the singular, while in Ukrainian it can be used both in the singular and in the plural. In this case, it is appropriate to use the word «*знання*» in the plural. But under certain conditions, the replacement of the form of a number can be used as a translation technique and if there is a suitable form for reasons of style or usus.

*Ukrainian hackers hit Russian satellite image **database** and FSB's internet provider. – Українські хакери зламали російську **базу даних** супутникових знімків та інтернет-провайдера ФСБ* (Moretti, 2024).

Replacing a part of speech is the most common type of morphological transformation. Such substitutions are usually caused by the different usage of words and different norms of conjugation in the English and Ukrainian languages, and in some cases – by the absence of a part of the language with the corresponding meaning in the Ukrainian language

*He has replaced **chatty** clips that he used to record from his kitchen with desk-thumping speeches and pledges to immediately rid Turkey of millions of migrants. – Він замінив ролики своєї **балаканини**, які раніше записував з кухні, гучними промовами та обіцянками негайно позбавити Туреччину мільйонів мігрантів..* (Прикметник → іменник) (*Erdogan Eyes Third Decade of Rule in Historic Runoff* (n.d.-b).

The translation employed the technique of morphological transformation known as substitution, specifically replacing the adjective «*chatty*» with the noun «*балаканина.*» In this context, the original phrase «*chatty clips*» was transformed into «*ролики своєї балаканини*» where the adjective «*chatty*» became the noun «*балаканина*» in Ukrainian. This transformation reflects the linguistic adaptation necessary to convey the same meaning in the target language while considering its unique structures and expressions.

*And this is only what we call windfall **profits** made by Euroclear, the depository of Russian assets of the central bank,» the French special representative said. – «Це лише те, що ми називаємо несподіваним **прибутком**, здобутими Euroclear, депозитарієм російських активів Національного банку,» – сказав французький спеціальний представник* (*Decision on Frozen Russian Assets Use for Ukraine Must Be Collective - Pritzker.* (n.d.-b).

In this case, grammatical transformation is also applied. There was a change in the number category: the word profits in the English language, used in the plural, was replaced by the noun «profit» in the singular during translation. The replacement of the category of grammatical gender is related to the convention of this category in the English language (about the gender in the English language in connection with the reference to biological sex).

Also, when translating from English to Ukrainian, the time category is changed, for example, verbs in the present tense can be used in English titles, for example:

*But it also **says** that no attack can justify alleged breaches of the Convention and that Israel has "its own obligation" as a signatory to prevent genocide. – Але також **зазначалось**, що жоден напад не може виправдати якщо ймовірних порушень Конвенції і що Ізраїль має «власний обов'язок» як підписант уникати геноциду. (South Africa's Genocide Case Against Israel Explained.* (n.d.-b).

The English-Ukrainian translation in this case involves a notable transformation in the temporal category. In the original English text, verbs in the present tense are used, such as «*says*,» «*can justify*,» *and* «*has*.» However, in the Ukrainian translation, these verbs are rendered in the past tense, for instance, «*зазначалось*» *(was noted)*, «*не може виправдати*» *(cannot justify)*, and «*має*» (has). This temporal shift is a common translation strategy to adapt the verb forms to the grammatical conventions and linguistic structure of the target language, reflecting the difference in temporal expression between English and Ukrainian.

***She apologizes** for tearing up as she tells the story to 'Max', the Kraken soldier who runs the Kharkiv Humanitarian Center that works in the region's recently de-occupied settlements. – Вона **вибачилась** за те, що розплакалася, розповідаючи історію «Максу», солдату Кракена, який керує Харківським гуманітарним центром, що працює в недавно звільнених поселеннях регіону Ukraine Wants Its Own Arms Factories* (n.d.-b).

In this translation, the Ukrainian version preserves the temporal aspect of the original English text. The verbs «*apologizes*,» «*tells*,» and «*runs*» in the present tense are appropriately translated as «*вибачилася*» *(apologized)*, «*розповідаючи*» *(while telling)*, and «*керує*» *(who manages)* in the past tense, reflecting the actions that have already taken place. This adherence to the temporal structure ensures accuracy and coherence in conveying the narrative in Ukrainian while maintaining the emotional context of the story.

Sentence structure is a method of translation in which the syntactic structure of a sentence in the original is transformed into two or more predicative structures of the target language. Наприклад:

Ukraine plans to produce military equipment and various weapons systems – for both its domestic defense needs and for export which based the experience it has gained in its war with Russia, would place heavy emphasis on the manufacture of drones. – Україна планує виробляти військову техніку та різноманітні системи зброї – як для внутрішніх потреб у обороні, так і для експорту. Отриманий досвід у війні з Росією робить основний акцент на виробництво безпілотників (Ukraine Wants Its Own Arms Factories, n.d.-b).

So, grammatical transformations in the process of translation take place in the form of the following transformations: syntactic assimilation, substitution, clause division, transposition. In general, the number of transformations depends on the genre of the text. So, in relation to grammatical transformations, 9 cases of transposition, 7 cases of grammatical substitution, 4 cases of literal translation, and 1 case of sentence segmentation were found in 50 examples.

2.3. Lexical and grammatical transformations in the translation of publicistic discourse

The translation of publicistic discourse involves a nuanced interplay of lexical and grammatical transformations. Publicistic texts, characterized by their persuasive and expressive nature, demand careful consideration of linguistic elements to convey both the substance and stylistic nuances across languages. Lexical transformations encompass the adaptation of vocabulary, idioms, and cultural references, while grammatical transformations involve alterations in sentence structure, syntactic patterns, and grammatical constructions.

Complex lexical-grammatical transformations include antonymic translation, explication (descriptive translation).

«It is important that our allies refill their own stocks as we continue to support Ukraine,» NATO chief Jens Stoltenberg said. – «Не менш важливо, щоб наші союзники поповнили свої власні запаси, оскільки ми продовжуємо

підтримувати Україну», – сказав генеральний секретар НАТО Єнс Столтенберг (NATO Signs $1.2-bn Artillery Shell Deal, n.d.-b).

In the given example, the antonymic translation is clearly expressed. The author used a softening of expressions in the English language so that the level of categoricalness could be increased during the translation.

None of this *makes that much difference to land operations, and in some ways it is secondary, but one of Russia's forms of pressure has been thwarted –* ***Все це має*** *невелике значення для сухопутних операцій, і в певному сенсі це другорядне, але одна з форм тиску Росії була зірвана* (NATO Signs $1.2-bn Artillery Shell Deal, n.d.-b).

In this sentence, the translator used transposition in combination with antonymic translation. In this way, he made the sentence clear and correct from the point of view of the grammar of the Ukrainian language.

Taking into account the stylistic features of the use of linguistic means also plays an important role during translation:

And the only one who did anything ***in heavens*** *was the Europian Union– Єдиним органом, хто взагалі щось зробив, був Євросоюз (Smart, 2023).*

Imagery is removed in the translated text, as the English word «heavens» is stylistically colored and has a limited scope of use in the Ukrainian language (poetry, religion).

Explication, also known as descriptive translation, refers to an approach in translation studies that prioritizes a detailed and thorough analysis of the source text. This method seeks to provide an exhaustive description and explanation of each element in the original text without necessarily attempting to replicate its form in the target language. Unlike more traditional translation approaches that focus on achieving equivalence or preserving stylistic features, explication aims to unravel the intricacies of the source text in a comprehensive manner.

The first four primaries (Iowa, New Hampshire, Nevada, and South Carolina), which typically act as ***bellwethers***, *begin on Jan. 15, and continue through Feb. 24. Перші чотири попередні вибори (Айова, Нью-Гемпшир,*

*Невада та Південна Кароліна), які зазвичай **виступають в ролі передвісників,** розпочинаються 15 січня і триватимуть до 24 лютого* (Smart, 2023).

Bellwethers» in this context refers to indicators or predictors. In the realm of political primaries, these four states (*Iowa, New Hampshire, Nevada, and South Carolina*) are considered bellwethers because the outcomes of their elections are often seen as indicative or reflective of broader trends or preferences in the subsequent primaries. In the Ukrainian translation, the term «передвісники» is used to convey the idea that these primaries are seen as indicators or precursors of what might happen in the later stages of the election process.

*The party eventually chose as its new speaker Mike Johnson, a little-known representative from **Louisiana** with only limited leadership experience. -Зрештою партія обрала своїм новим спікером Майка Джонсона, маловідомого представника **штату Луїзіана** з невеликим досвідом лідерства* (US Nears Government Funding Deadline, Again Risking Shutdown, n.d.-b).

In this context, the descriptive translation helps convey not just the name of the state but also its nature as a geographical entity. The use of *«штат» (state)* provides additional context for Ukrainian readers who might not be familiar with the U.S. state system.

So, in relation to lexical-grammatical transformations, 2 cases of descriptive translation and 3 cases of antonymic translation were found in 50 examples.
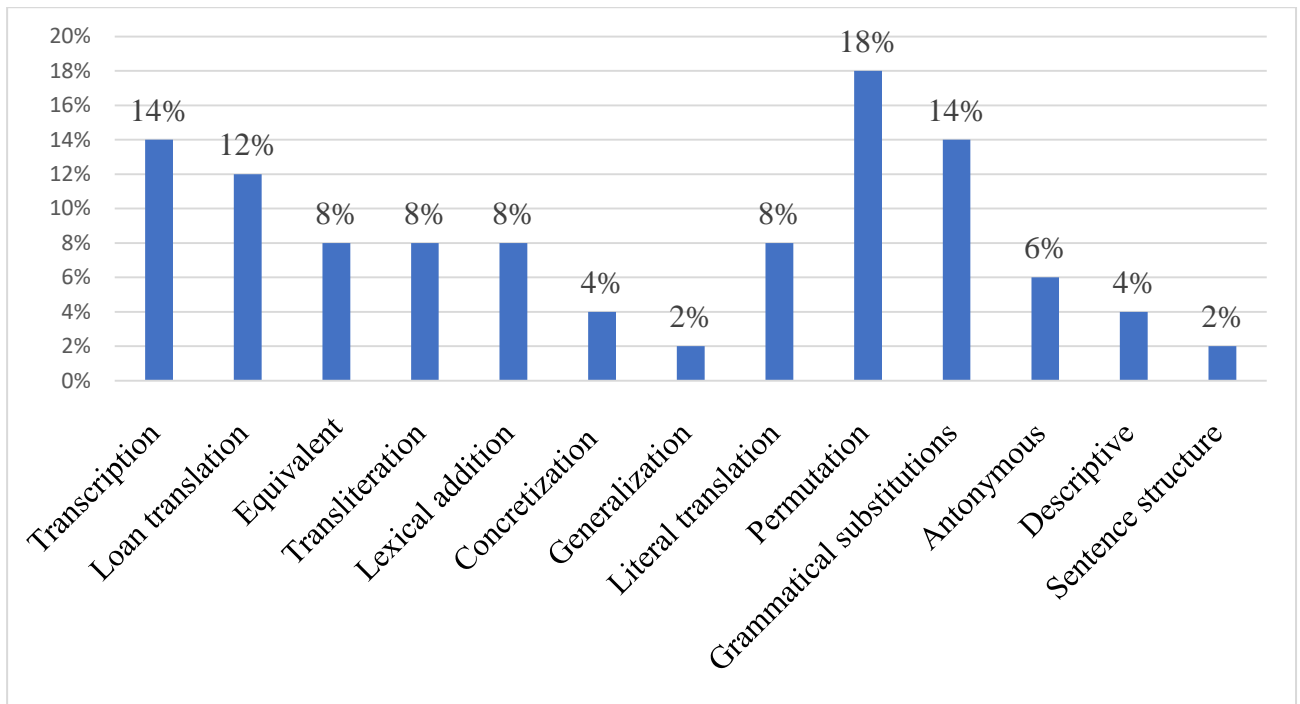
Diagram 2.1 Number of translation transformations (50 sentences)

In conclusion, the analysis of translation transformations in journalistic texts reveals a multifaceted approach employed by translators to bridge linguistic and cultural gaps. The frequent use of transcription, loan translation, and equivalent strategies underscores the challenges posed by distinct languages and the necessity for creative solutions. Transliteration serves as a tool for rendering foreign terms phonetically, while lexical addition enhances contextual richness. The observed variety of transformations underscores the dynamic nature of translation, showcasing the adaptability required to convey accurate meanings across diverse languages. The combination of these strategies highlights the intricate interplay between linguistic nuances and the imperative to maintain fidelity to the source text in journalistic translation.

CONCLUSIONS

Publicistic style can be characterized as a functional language style that serves a wide range of public relations, and it is most fully used in newspapers, social and political magazines, on radio, television, and in documentary films. Features of newspaper style can be divided into two groups: linguistic and extralinguistic. The language features of the newspaper style include the use of evaluative vocabulary that has a bright emotional color, a large number of clichés and phraseological units, abbreviations, the use of foreign words, neologisms, and in some cases even historicisms, the function of which in articles on current topics is to draw historical parallels. The grammar of English newspaper texts has such features as a certain originality in the use of tenses and moods, the frequent use of impersonal forms, special forms of entering direct speech and transforming it into indirect speech.

When translating English piblicistic texts, it is necessary that the information in the translated language be presented objectively and impartially. messages sounded more categorically, and words and expressions belonged mainly to documentary – business and bookish – written language styles. Having studied a number of piblicistic texts and their translations, we see that mostly epithets are translated by representation by a full equivalent in the translated text. The techniques of replacing a translation unit with its partial equivalent and creating a denotative-image tracing paper are also quite actively used.

Prospects or ideas for possible further research in the area. Potential areas of research include analyzing the impact of cultural nuances on the interpretation of themes, examining the effectiveness of different translation strategies in maintaining the intended thematic focus, and exploring how linguistic choices influence the overall thematic representation. Researchers may delve into the role of cultural, historical, and sociopolitical contexts in shaping thematic elements during translation. Moreover, investigating the transfer of information in publicistic translation opens avenues for understanding how the original

information is preserved or adapted in the target language. This may involve studying the impact of linguistic structures, idiomatic expressions, and rhetorical devices on conveying the intended information accurately. Analyzing the role of context, reader expectations, and cultural relevance in shaping information transfer can contribute valuable insights.

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ANNEX

Examples of translation transformations in publicisitc texts

№	Текст-оригінал	Переклад
1	The Eurasia Group ranked the violence in the Middle East as the second greatest global risk, with the **Israel-Hamas** war «likely to be only the first phase in an conflict in 2024.»	Група Eurasia визначила насильство на Близькому Сході як другий найбільший глобальний ризик, вказуючи, що війна між **Ізраїлем і Гамасом** «ймовірно буде лише першою фазою в конфлікті у 2024 році.»
2	The second ambush on Dec. 22 when, according to **Mykola Oleshchuk,** commander of the Ukrainian Air Force, it shot down three Russian Su-34 fighter-bomber aircraft.	Друга засідка 22 грудня, коли, за словами командувача ВПС України **Миколи Олещука**, збила три російські винищувачі-бомбардувальники Су-34.
3	nclusions About **Trump's** Election Prospects After **Iowa** –	Висновки щодо виборчих перспектив **Трампа** після **Айови**
4	ouble in Paradise: **Bali**'s Battle with Misbehaving Tourists and Visa Regulations	Проблеми в раю: боротьба **Балі** з туристами, що погано поводяться, і візовими правилами
5	Governor **Wayan Koster** expressed concern over the significant violations, citing incidents like a model posing nude at a sacred tree and a drunk driver hitting a pedestrian.	Губернатор **Вейан Костер** висловив стурбованість значними порушеннями, посилаючись на такі випадки, як модель, що позувала оголеною біля священного дерева, і п'яний водій, який збив пішохода.
6	S Secretary of State **Antony Blinken**, Israeli President **Isaac**	Державний секретар США **Ентоні Блінкен**, президент Ізраїлю **Ісаак**

	Herzog and Middle East leaders will attend a World Economic Forum in Davos next week dominated by the war in **Gaza**, the WEF said on Tuesday.	**Герцог** і лідери Близького Сходу візьмуть участь у Всесвітньому економічному форумі в Давосі наступного тижня, головним чином присвяченим війні в **Газі,** повідомляє ВЕФ у вівторок
7	The chairman of NATO's military committee said the bloc is preparing for a potential war with Russia and warned civilians to be ready as the largest **post-Cold War** NATO exercise is due to take place.	Голова військового комітету НАТО заявив, що блок готується до потенційної війни з Росією, і попередив цивільних осіб бути готовими, оскільки мають відбутися найбільші навчання НАТО після холодної війни.
8	n Wednesday**, Secretary of State** Antony Blinken referred to a $175 million package as being "one of the last" that could be offered to Ukraine with the money that has already been approved by **Congress.**	У середу **держсекретар** Ентоні Блінкен назвав пакет на суму 175 мільйонів доларів «одним із останніх», який може бути запропонований для України із коштів, вже затверджених **Конгресом**
9	Subsequently, children's rights group Bris said it had seen a noticeable uptick in calls to its support **hotline** from children worried about the prospect of an impending war.	Внаслідок цього група з прав дитини «Бріс» повідомила, що помітила помітне зростання дзвінків на свою **гарячу лінію підтримки** від дітей, які турбуються про можливість війни.
10	Operational information received by the Dnipropetrovsk region police indicated the group's	Операційна інформація, отримана поліцією Дніпропетровської області, вказує на участь цієї групи в торгівлі

	involvement in arms trading, illegal financial transactions, and large-scale **money laundering**.	зброєю, незаконних фінансових операціях та масштабному **відмиванні грошей.**
11	It is that the West is dealing with a cabal of greedy **white collar** criminals and technocrats, not an ideologically crazed cult committed to launching a nuclear holocaust on behalf of some insane beliefs or on the whim of a leader. –	Це те, що Захід має справу з групою жадібних **білих комірців**-злочинців і технократів, а не з ідеологічно божевільним культом, який зобов'язаний розпочати ядерний голокост від імені якихось божевільних переконань або з примхи лідера.
12	Our combat work to consolidate and expand the bridgehead continues in Krynky, and the enemy is trying to **knock out** our units.	У Кринках триває наша бойова робота по зміцненню та розширенню плацдарму, ворог намагається **вибити** наші підрозділи.
13	If the government continues to follow the department's dubious advice, it may have to deal with the **international embarrassment** that no scripted media soundbites can fix.	Якщо уряд продовжуватиме слідувати сумнівним порадам департаменту, можливо, йому доведеться мати справу з **міжнародним збентеженням**, яке не можуть виправити жодні сценарні звукові фрагменти ЗМІ
14	Most **elected officials** on either side of the aisle hope to avoid this extremely unpopular outcome -- the so-called "government shutdown."	Більшість **виборних посадових осіб** по обидва боки проходу сподіваються уникнути цього вкрай непопулярного результату – так званого «припинення роботи уряду».

15	Another factor in Congressional Republicans' calculus are the impending **presidential primaries**.	Ще одним фактором у розрахунках республіканців у Конгресі є наближення **президентських попередніх виборів** (праймеріз).
16	A key advisor to President Volodymyr Zelensky **was upbeat** on future American military assistance to Ukraine, after returning to Kyiv Wednesday after a whirlwind visit to Washington.-	Ключовий радник Президента Володимира Зеленського **висловив оптимізм** щодо майбутньої американської військової допомоги Україні після повернення до Києва у середу після бурхливого візиту до Вашингтона.
17	Washington Insider: **It's Looking Grim** For Ukraine Aid	Вашингтонський інсайдер: **перспективи невтішні** для допомоги Україні.»
18	Historically, legislative leaders have used the **end-of-the-year vacation** as leverage.	Історично лідери законодавчої влади використовували **різдвяні відпустки** як спосіб впливу.
19	While President, Trump temporarily withheld congressionally approved military aid to Ukraine in a "**quid pro quo**" attempt to get Zelensky to start an investigation into then-Democratic nominee Joe Biden.	Під час свого президентства Трамп тимчасово утримував затверджену Конгресом військову допомогу Україні у спробі **«послуга за послугу»**, щоб домогтися від Зеленського розпочати розслідування тодішнього демократичного кандидата Джо Байдена.
20	If you have more protection, you move more slowly: you have to take cover in **shell holes** 15 times	Якщо у вас більше захисту, ви рухаєтеся повільніше: вам потрібно 15 разів ховатись у **воронках від**

	in 200 meters.	**снарядів** на 200 метрів.
21	At the recent prestigious Web Summit in Lisbon dedicated to advancing forward-looking technology, Ukraine's representatives showcased its impressive IT potential.	На недавньому престижному веб-самміті в Лісабоні, присвяченому просуванню передових технологій, представники України продемонстрували свій вражаючий потенціал у сфері інформаційних технологій
22	Today's products have been donated by the Canada-Ukraine Foundation, a diaspora organization, and the Ukrainian Federation of Foodbanks, which redistributes excess items from supermarket chains.	Сьогоднішню продукцію надали Канадсько-Українська фундація, діаспорна організація та Українська федерація харчових банків, яка перерозподіляє надлишки з мереж супермаркетів
23	They will be alright in the end. That's a town founded by free Cossacks in 1702. They survived not just this occupation, but the Holodomor	В кінці кінців у них все буде добре. Це місто, засноване вільними козаками в 1702 році. Вони пережили не тільки цю окупацію, але й Голодомор.
24	Bipartisan US Senate talks on a border security deal that some have set as a condition for further Ukraine aid have hit a critical point, lawmakers said on Thursday (25 January), though the chamber's top Democrat said the **negotiators** would continue to push forward	Як заявили законодавці в четвер (25 січня), двопартійні переговори в Сенаті США щодо угоди про безпеку кордону, яку деякі висунули як умову подальшої допомоги Україні, досягли критичної точки, хоча головний демократ палати заявив, що **учасники переговорів** продовжуватимуть просуватися

		вперед
25	South Africa's Genocide Case Against Israel Explained –	Роз'яснено питання щодо геноциду в Південній Африці проти Ізраїлю
26	Kyiv's immediate need is for the fight against Russia's full-scale invasion, but it also has one eye on the future.	Негайна потреба Києва – це боротьба проти повномасштабного вторгнення Росії, але водночас увага зосереджена і на майбутньому.
27	The "Zhytomyr Drone" platform was recently launched in Ukraine to supply ordinary Ukrainians with the knowledge, materials and logistic assistance to build **first-person view** (FPV) drones suitable for deployment to the front line.	Нещодавно в Україні була запущена платформа «Zhytomyr Drone» для надання звичайним українцям знань, матеріалів та логістичної допомоги для створення дронів **з переглядом від першої особи** (FPV), придатних для використання на фронті.
28	«We look forward to **the knowledge** and experience that Secretary Pompeo will contribute to Kyivstar as an active and independent member of the Kyivstar Board," he added. –	«Ми очікуємо на **знання** та досвід, які Секретар Помпео внесе в Київстар як активний та незалежний член Ради Київстару», – додав він.
29	He has replaced **chatty** clips that he used to record from his kitchen with desk-thumping speeches and pledges to immediately rid Turkey of millions of migrants.	Він замінив ролики своєї **балаканини**, які раніше записував з кухні, гучними промовами та обіцянками негайно позбавити Туреччину мільйонів мігрантів.
30	And this is only what we call windfall **profits** made by Euroclear, the depository of Russian assets of the central	«Це лише те, що ми називаємо несподіваним **прибутком**, здобутими Euroclear, депозитарієм російських активів Національного

	bank,» the French special representative said. –	банку,» – сказав французький спеціальний представник
31	But it also **says** that no attack can justify alleged breaches of the Convention and that Israel has "its own obligation" as a signatory to prevent genocide.	Але також **зазначалось**, що жоден напад не може виправдати якщо ймовірних порушень Конвенції і що Ізраїль має «власний обов'язок» як підписант уникати геноциду.
32	**She apologizes** for tearing up as she tells the story to 'Max', the Kraken soldier who runs the Kharkiv Humanitarian Center that works in the region's recently de-occupied settlements.	Вона **вибачилась** за те, що розплакалася, розповідаючи історію «Максу», солдату Кракена, який керує Харківським гуманітарним центром, що працює в недавно звільнених поселеннях регіону.
33	Ukraine plans to produce military equipment and various weapons systems – for both its domestic defense needs and for export which based the experience it has gained in its war with Russia, would place heavy emphasis on the manufacture of drones.-	Україна планує виробляти військову техніку та різноманітні системи зброї – як для внутрішніх потреб у обороні, так і для експорту. Отриманий досвід у війні з Росією робь основний акцент на виробництво безпілотників.
34	«It is important that our allies refill their own stocks as we continue to support Ukraine,» NATO chief Jens Stoltenberg said.	«Не менш важливо, щоб наші союзники поповнили свої власні запаси, оскільки ми продовжуємо підтримувати Україну», – сказав генеральний секретар НАТО Єнс Столтенберг.
35	**None of this** makes that much difference to land operations, and	**Все це має** невелике значення для сухопутних операцій, і в певному

	in some ways it is secondary, but one of Russia's forms of pressure has been thwarted –	сенсі це другорядне, але одна з форм тиску Росії була зірвана
36	And the only one who did anything **in heavens** was the Europian Union	Єдиним органом, хто взагалі щось зробив, був Євросоюз
37	The first four primaries (Iowa, New Hampshire, Nevada, and South Carolina), which typically act as **bellwethers**, begin on Jan. 15, and continue through Feb. 24.	Перші чотири попередні вибори (Айова, Нью-Гемпшир, Невада та Південна Кароліна), які зазвичай **виступають в ролі передвісників,** розпочинаються 15 січня і триватимуть до 24 лютого.
38	The party eventually chose as its new speaker Mike Johnson, a little-known representative from **Louisiana** with only limited leadership experience.	Зрештою партія обрала своїм новим спікером Майка Джонсона, маловідомого представника **штату Луїзіана** з невеликим досвідом лідерства.
39	One video shows yet another Russian armored column being decimated during an attack, with Russian troops simply running away and abandoning their vehicles.	На одному відео показано ще одну російську бронетехнічну колону, знищену під час атаки, а російські війська просто втікають і кидають свої машини.
40	Geo-located footage released by the Khorne Group of the Ukrainian military, shows dozens of burnt out and destroyed Russian vehicles along the route into Stepove, north of Avdiivka.	Оприлюднене геолокаційне відео, представлене Корнською групою української армії, показує десятки згорілих та знищених російських транспортних засобів по маршруту до селища Степове, на північ від

		Авдіївки.
41	OSINT analyst Naalsio who has been documenting both Russian and Ukrainian losses during the battle for Avdiivka claims Moscow has lost 574 vehicles while Kyiv has only lost 44. –	Наалсіо, Naalsio, аналітик OSINT **(Розвідка на основі відкритих джерел)** який документував втрати як Росії, так і України під час битви за Авдіївку, стверджує, що Москва втратила 574 машини, а Київ – лише 44.
42	A jury in New York ordered former US president and 2024 candidate Donald Trump on Friday to pay $83.3 million to compensate the writer E**. Jean Carroll,** whom he was found to have sexually assaulted and defamed.	Жюрі у Нью-Йорку у п'ятницю вирішив, що колишній президент США та кандидат на виборах 2024 року Дональд Трамп повинен виплатити $83,3 мільйона на компенсацію письменниці Е**. Жан Керрол**, яку визнано жертвою сексуального насильства та образи.
43	I was not surprised (by the award) partly because his egregious misbehavior during the trial could actually have alienated the jury,» said **Carl Tobias**, a professor at the **University of Richmond School of Law**.	Я не був здивований (нагородою) частково тому, що його кричуща погана поведінка під час судового розгляду могла насправді відштовхнути присяжних», – сказав **Карл Тобіас**, професор **Школи права Університету Річмонда.**
44	Post-war, the Ukrainian drone sector is poised to become a significant global contender, offering combat-tested systems for export.	Український сектор безпілотних літальних апаратів готовий стати значним глобальним суперником після війни, пропонуючи системи, випробувані в бойових діях, на експорт.

45	However, the situation has changed rapidly.	Однак ситуація швидко змінилася
46	At the same time, the farmers are seeking speedier payment of **subsidies** and compensation for those affected by drought or by disruptions caused by the import of Ukrainian cereals.	Водночас аграрії вимагають пришвидшення виплати **субсидій** і компенсацій тим, хто постраждав від посухи чи перебоїв із імпортом українських зернових.
47	Following supply shortages, annual inflation peaked in April 2022, then dropped to 13.7 percent in September as the ruble strengthened – largely thanks to **petrodollars**.	Після дефіциту пропозиції річна інфляція досягла піку в квітні 2022 року, а потім впала до 13,7 відсотка у вересні, коли рубль зміцнився – головним чином завдяки **нафтодоларам**
48	Ukrainian hackers hit Russian satellite image **database** and FSB's internet provider	Українські хакери зламали російську **базу даних** супутникових знімків та інтернет-провайдера ФСБ
49	Then we recognized that we were a **superpower** and were treated as such by the rest of the world.	Тоді ми визнали, що ми **наддержава,** і решта світу ставилася до нас як до них.
50	At the recent three-day World Food Ukraine exhibition in Kyiv, thousands of visitors and exhibitors continued to **negotiate deals**	На нещодавній трьохденній виставці World Food Ukraine в Києві тисячі відвідувачів та учасників виставки продовжували **укладати угоди**

РЕЗЮМЕ

Курсова робота присвячена вивченню тематичного компоненту та передачі інформації під час перекладу публіцистичних текстів з англійської мови на українську (на прикладі матеріалу Kyiv Post). У роботі розглянуті основні аспекти трансформацій, які використовуються при перекладі, а також їх вплив на збереження тематичного змісту та передачу інформації. Аналізується різноманітність трансформацій, таких як транскрипція, позиковий переклад, еквівалент, транслітерація, лексичне додавання та інші, зокрема їх роль у забезпеченні точного інформаційного передавання при перекладі. На конкретних прикладах текстів Kyiv Post проводиться аналіз тематичного компоненту та його відображення в перекладі. В ході дослідження висвітлено особливості та виклики, які виникають під час перекладу публіцистичних текстів, зокрема у вирішенні завдань, пов'язаних із збереженням автентичності інформації та відтворенням стилістичного колориту.

Ключові слова: *переклад, трансформації, тематичний компонент, передача інформації, публіцистика, Kyiv Post.*