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**КУРСОВА РОБОТА
З ПЕРЕКЛАДУ
ПЕРЕКЛАД АКРОНІМІВ: ФУНКЦІОНУВАННЯ ТА ВИКЛИКИ
(НА МАТЕРІАЛІ АНГЛОМОВНИХ МЕДІАТЕКСТІВ
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INTRODUCTION

In today's digital era, the translation of acronyms plays a crucial role in facilitating cross-cultural communication, particularly in the realm of online media. Acronyms, often employed as condensed forms of longer expressions, are ubiquitous in English-language online resources, serving as efficient tools for conveying complex ideas in a concise manner. However, the translation of these acronyms presents both functional and contextual challenges, as they often carry nuanced meanings and cultural connotations.

The translation of acronyms is situated within the broader field of translation studies, drawing upon theories of equivalence, cultural adaptation, and linguistic pragmatics. Scholars have explored various strategies and approaches for translating acronyms, ranging from direct transference to dynamic cultural adaptation. Additionally, the impact of technological advancements on the proliferation and evolution of acronyms in online discourse has become a subject of scholarly inquiry.

Given the increasing prevalence of English-language online media and the growing need for accurate and culturally appropriate translations, there exists a pressing need to examine the functioning and challenges of translating acronyms. Understanding how acronyms are translated can provide insights into the complexities of cross-cultural communication and contribute to the development of more effective translation practices in the digital age.

This term paper aims to explore the functioning and challenges associated with the translation of acronyms in English-language online media texts.

Specifically, it seeks to:

1. Investigate the strategies and methods used in translating acronyms.
2. Analyse the functional significance of acronyms in online discourse.
3. Identify the cultural and contextual challenges inherent in translating acronyms.

4. Assess the implications of technological advancements on the translation of acronyms.

The investigation subject of this term paper is the translation of acronyms in English-language online media texts into Ukrainian. The object of the research encompasses a wide range of online resources, including websites, social media platforms, and digital publications, where acronyms are commonly used.

The material of the study is 50 text fragments with English acronyms and their Ukrainian equivalents extracted from English-language texts of online media discourse and their Ukrainian translated versions.

The research employs a combination of qualitative and quantitative methods, including textual analysis, comparative studies, and surveys.

Theoretical contributions of this term paper include advancing our understanding of the translation dynamics of acronyms in online discourse and contributing to the theoretical framework of translation studies. Practically, the findings of this study can inform translation practitioners, language professionals, and digital content creators on best practices for translating acronyms to ensure accuracy, clarity, and cultural appropriateness in cross-cultural communication.

The term paper's structure includes: introduction, 2 chapters, with conclusions to each accordingly, appendix, conclusions, bibliography.

Through this comprehensive examination, this term paper aims to shed light on the intricate dynamics of translating acronyms in the digital age and contribute to the advancement of translation studies and cross-cultural communication practices.

CHAPTER I

THEORETICAL FOUNDATIONS OF THE STUDY OF ACRONYMS IN LINGUISTICS AND TRANSLATION STUDIES

1.1 Acronyms as a linguistic problem

The phenomenon of word contraction is common to many languages belonging to the Indo-European linguistic group. The modern science of linguistics distinguishes several forms of abbreviations, including abbreviations, acronyms and telescopic lexical items.

The increased interest in the translation of abbreviated units is explained by the fact that today the communication process between people from different nations is under constant development, and its scope is growing as never before. In order to ensure high-quality communication between people of different nations, a translator has to be attentive to each language unit. That is why the requirements for translation are growing, and acronyms are increasingly becoming the subject of research within the study of translation aspects.

Today, there are various types of contractions in online media, so it is only natural to pay attention to the translation of acronyms.

In the 40s of the last century, the term “acronym” appeared in American scientific and technical literature. Acronyms are words or abbreviated expressions that are formed from the initial letters or sounds of words in a compound phrase [6: 290].

Initially, the term "acronym" was used for initialisms that were pronounced as a word, then it became a general name for all types of abbreviations, acronyms, and contractions. In foreign linguistics, there is still no consensus on the interpretation of the terms "acronym", "initialism", "abbreviation" [2: 64]. For the most part, these concepts are mixed up, and most researchers use the term "acronym" for all types.

In the last decades of the 20th century, a new way of abbreviation has appeared - acronyms, based on the creation of abbreviated units with phonetic structure similar to that of common words. Acronyms have positioned themselves as a "language reaction" to the increase in the volume of information, the emergence of many terms in connection with the scientific and technological revolution, and the widespread use of mass communication. The rapid development of specialised vocabulary has led linguists to talk about the "explosion of language" and the "terminological explosion".

In recent years, the use of acronyms has been increasing. One of the important arguments in favour of this phenomenon is the idea of saving language resources, which implies the transmission of the maximum amount of information in a limited time, i.e. increasing the communicative efficiency of the language. The linguist J. Algeo distinguishes the following ways of word formation: creating a new word, combining, shortening, merging (blending), shifting the grammatical uses and borrowing from other languages [7: 257].

Having analysed the existing classifications of abbreviations, scientists distinguish several subgroups in the group of "contractions". The methods of abbreviating words in order to create new lexical units now include abbreviation, which is the process of reducing a number of elements that carry a minimum information load into a lexical unit and combining the remaining elements into a new lexical unit.

These are:

1) **alphabetisms initial abbreviations** formed by abbreviating a phrase. Such abbreviations are pronounced according to the alphabetical names of the initial letters (OK [əu keɪ] from all korrekt).

2) **acronyms** - abbreviations, formed from initial letters or initial elements of the words of the named phrase and similar in form (phonetic structure) with an ordinary word. In speech they are reproduced according to the rules of pronunciation (Wac [wæk] from Women's Army Corps).

Acronyms are formed from different combinations of letters (from the first letters, the first few letters, the the last letter, etc.) These include terms such as radar, laser, maser, GIF. It should be noted that the equivalents of these units in the Ukrainian language are exactly these acronyms, not wordy terms: “радар” (Radio Detection and Ranging radio detection and ranging), “лазер” (Light Amplification by Stimulated Emission of Radiation - optical quantum generator), “мазер” (Microwave Amplification by Stimulated Emission of Radiation - microwave amplification by induced radiation), “гiф” або “гiфка” (Graphics Interchange Format). Such units are easily included in the terminology and are quickly assimilated into the language.

A new type of acronymization of words of the syntactic type is a complex recursive acronymization, which is at the highest level of the vocabulary of the modern English language. Thus, recursive acronyms are the result of its existence; such economical English-language units of communication as VISA (VISA International Service Association), WINE (Wine Is Not an Emulator), GNU (GNU's Not Unix!) [8: 241], etc. were formed in this way. Innovations created in this way are especially important in the field of Internet communication.

In some cases, differences in spelling may be used to distinguish between the meanings of abbreviated lexical items. For example, D.C. (District of Columbia) and DC (direct current), CEO: Chief Executive Officer (CEO salary) vs. CEO (car engine oil), OS: Operating System (OS upgrade) vs. OS (ocular surgery).

Considering some examples: "Bucking the trend of falling participation in sport as a whole and the woeful failure of the London Olympic legacy, cycling has seen the inexorable rise of the Mamil" [3: 83].

Mamil (middle-aged man in Lycra) a middle-aged man wearing lycra clothes. This is the name given to elderly men who are fond of sports, that

require the wearing of specialised sportswear with a tight fit made of Lycra. In the example, it talks about cyclists to whom the acronym was first applied.

However, the creation of an acronym cannot always be viewed as a positive phenomenon, as it has its drawbacks. For example, the meaning of an acronym often cannot be derived from its full form and requires memorisation. In addition, acronyms can be homophones, which makes them difficult to understand without context and can cause confusion. For example, the acronym MAP has more than 20 meanings. Some of them have been around for a long time and are known to almost all native speakers, while others have appeared recently. The medical term "mean arterial pressure" is commonly used, abbreviated as MAP. A new phrase encoded under these letters appeared in the IT sector: MAP (Multiple Animator Project) or MEP (Multi Editor Project) - Multi-Animation Project (MAP) [4: 84].

Therefore, to summarise the problems that occur while creating and using acronyms, the following main issues can be identified.

Ambiguity: Acronyms can often have multiple meanings or interpretations, leading to ambiguity. For example, the acronym "ACE" can stand for both "Advanced Composition Explorer" and "American Council on Education."

Homophones: Some acronyms can sound the same but have different meanings, causing confusion. For instance, "BAT" can refer to "Basic Attention Token" in the context of cryptocurrency or "British American Tobacco" in the context of the tobacco industry.

Understanding without context: Acronyms may not be immediately understandable without context, especially when encountering them for the first time. For example, the acronym "FAD" could be interpreted as "Fashion and Design" or "Flavin Adenine Dinucleotide" depending on the context.

Memorization: Understanding the meaning of an acronym often requires memorization, as the full form may not always be obvious. This can pose

challenges, particularly in technical or specialised fields where numerous acronyms are used.

Cultural and regional variations: Acronyms may have different meanings or interpretations across different cultures or regions. For example, an acronym commonly used in one country may not be recognized or understood in another.

Semantic shifts: Acronyms can undergo semantic shifts over time, leading to changes in their meanings or connotations. This can result in confusion or misinterpretation, especially when an acronym retains its original form but acquires a new meaning.

1.2 Translation strategies for rendering acronyms

Given the various challenges associated with the use of acronyms, it stands to reason that attempting to translate them into other languages only exacerbates the difficulties.

In most cases, acronyms found in the source text pose significant challenges for translators in most cases, with the only exceptions being instances where the source term is also commonly used within the target language community.

Translating acronyms from English into Ukrainian can involve several strategies, depending on the specific acronym and the context in which it is used. There are many ways to translate acronyms, but the most common are transliteration and explication.

Transliteration is a common approach that involves representing the English letters of the acronym using the closest corresponding Ukrainian letters. For example, "NASA" might be transliterated as "HACA" (pronounced "NASA").

Some acronyms may have direct equivalents or translations in Ukrainian. In such cases, the acronym is replaced with its Ukrainian equivalent. For

example, "UNESCO" could be translated as "ЮНЕСКО" (pronounced "YUNESKO").

Phonetic transcription is used when there is no direct translation or transliteration. Therefore the acronym may be phonetically transcribed into Ukrainian using the Cyrillic alphabet. This approach tries to capture the pronunciation of the acronym rather than its literal spelling. For example, "NATO" might be transcribed as "НАТО" (pronounced "NATO").

Sometimes, acronyms remain unchanged in the target language, especially when they are widely recognized and used. In such cases, the original English acronym is simply adopted into Ukrainian without modification. For example, "CEO" might be used as is in Ukrainian writing.

In cases where the acronym may not be widely understood by the target audience, it may be followed by its full expansion in Ukrainian within parentheses or commas. This helps provide clarity to readers unfamiliar with the acronym. For example, "AI (штучний інтелект)" would indicate that "AI" stands for "artificial intelligence", or "HTML (мова гіпертекстової розмітки)" would indicate that "HTML" stands for Hypertext Markup Language.

Occasionally, translators may create new acronyms in Ukrainian that convey the same meaning as the English acronym but are more suitable for the target audience. This is particularly common when translating technical or specialised terms. For example, "CEO" (Chief Executive Officer) might be translated as "ГД" (Головний Директор), which stands for "головний директор" (head director) in Ukrainian.

In some cases, especially in technical or specialised fields where the English acronym is universally recognized, translators may choose to leave the acronym unchanged in the translation.

Sound and letter-sound acronyms are the most common among acronyms. They are similar to each other in terms of formation and are often used in socio-political discourse in online media. Like most abbreviations, acronyms are

translated according to the following scheme: phrase (acronym) => full or descriptive translation (shortened translation), for example:

Original: *"...Temporary Accommodation Centres (TAC) in Kyiv, Odesa..."*
(UN Ukraine).

Translation: *«... Центри тимчасового розміщення (ЦТР) у Києві, Одесі...»* (ООН в Україні).

This example illustrates the simplest way to translate an acronym. To translate the sound acronym "TAC", the equivalent translation "ЦТР", which is an alphabetic abbreviation, is directly applied.

When translating acronyms, it is often not possible to preserve the sound of pronunciation in combination with the relevant meaning, so English-language acronyms are often translated, like most other acronyms, in an equivalent way, often in combination with a full or descriptive translation.

Consider the following example of translating an English acronym into Ukrainian. The source text states: *"...the ILO advocates ... the resumption of the work of its institutions, in particular the National Tripartite Social and Economic Council (NTSEC)"* (UN in Ukraine).

Here, we see that the English acronym "NTSEC" [en ti:sek] is translated as "National Tripartite Social and Economic Council (NTSEC)". This translation is similar to the sound, meaning and significance of the sound acronyms. This creates an equivalent acronym, which can also be called a letter-sound acronym - "NTSEC". However, it should be noted that this method of translating acronyms is not universal, as ordinary abbreviations are more often used in the equivalent translation of acronyms.

For example, the English acronym "UAF" stands for "Armed Forces of Ukraine" in the source text. When translated, this acronym is reproduced in two ways: the full translation "Armed Forces of Ukraine" and the abbreviated "ZSU", which corresponds to the more common equivalent translation scheme in Ukrainian.

Sometimes, some acronyms are so widely used that translators use common translations without taking into account their foreign language origin in English. For example, the name of one of the UN funds, UNIFEM (United Nations Development Fund for Women), has French roots and stands for "Fonds des Nations Unies pour la Femme". The Ukrainian translation of this acronym is usually done through transcription, and as a result, it can be rendered as "ЮНІФЕМ".

To sum up, it is important to emphasise that the choice of translation strategy depends on various factors such as the context, audience, and purpose of the translation. Translators need to carefully consider these factors to ensure that the translation effectively communicates the intended meaning of the acronym in Ukrainian.

1.3 Features of media discourse and the specifics of its translation

In modern linguistics, there are different approaches to defining the concept of "media discourse". According to the first approach, media discourse is a special type of speech and cognitive activity that is specific for the media sphere of information. From this perspective, it is important to distinguish media discourse from other independent types of discourse, such as political, religious, scientific, etc., by means of modifying the aspects of discourse, such as language practices and communicative situations of their implementation. According to the second approach, media discourse can be any type of discourse that takes place in the context of mass communication and is produced by the media. This means that we can talk about political, religious and other types of media discourse. An important feature is that for each type of institutional discourse there is a relatively stable set of practices for producing, delivering and interpreting mass information.

The linguists point out that each type of discourse, including media discourse, has its own characteristics, which are reflected in the use of language at different levels.

Media discourse includes elements of political, economic, scientific and other types of discourse, as it transmits information from different fields. The way in which this knowledge is described and communicated is also important in media discourse.

The functions of media discourse include:

1. informative (transmission of information);
2. regulatory (influence on society);
3. educational (gaining new knowledge);
4. entertainment (aesthetic pleasure and emotional relief);
5. phatic (establishing contact between the audience and the publication);
6. advertising (manipulation of the audience to buy certain goods).

Sometimes media discourse is considered the specificity of media discourse as a combination of two aspects: stylistic and narrative. In other words, media discourse can be compared to the style of journalism, and when analysing media discourse, it is necessary to take into account the generic nature of the texts included in this discourse.

Participants in the media discourse include journalists, TV and radio hosts and commentators, as well as all those who create, broadcast and perceive media texts. Even passive listeners or viewers who do not actively absorb information are also exposed to the media when they accidentally or even unconsciously perceive advertisements or other media messages.

Translation of media texts raises a number of challenges. In addition to knowledge of the source and target languages, the translator must also understand the lexical and grammatical features of both languages, as well as the specifics of cultural codes. It is important to take into account the different ways of expressing emotions and feelings, as a literal or close translation may

not reflect the true meaning of the text. Thus, the translator needs not only to understand the content of the media text, but also to convey its emotional colouring and "mood" through the target language.

Abbreviations and acronyms are often used in English news reports. In most cases, they have direct equivalents in the Ukrainian language. Sometimes the letter composition of the abbreviations is changed, and sometimes full or partial transliteration occurs. For example, OSCE is translated as “ОБСЄ”, UN as “ООН”, National Mass Media as “ЗМІ”, NGO as “місцева неурядова організація”, and COVID-19 remains unchanged. When translating news articles, when an abbreviation is first encountered, it is advisable to decode it and provide an explanation.

Choosing the most effective translation strategy is a crucial task for a translator. It determines the nature and specifics of the translation process, taking into account discourse analysis, analysis of the communicative situation and linguistic analysis of the source text. When developing a translation strategy for an English-language media text, it is necessary to take into account all potential difficulties and look for optimal translation solutions.

English-language media texts and their Ukrainian versions must have the same legal status. This means that the style, scope and communicative function of the original text cannot be changed in the translation process. This requires the use of a communicative equivalent translation strategy.

The main form of information in the news is factual information, which is the key to translation. As a result of using the chosen translation strategy, we observe a large number of renderings of communicatively significant factual information through interlingual and translation correspondences, for example, OSCE - ОБСЄ; UAV - БПЛА [1: 173].

In addition, we can observe the reproduction of factual information, which is done through transliteration - the words of one graphic writing system

are reproduced using the characters of another system: e.g. Unicode (universal code) - “Юнікод”.

There are also cases of calquing: translation of lexical units of the source language by replacing their constituent parts with their lexical equivalents in the target language: e.g. e-mail - електронна пошта. Calculation is used only when the corresponding phrases are widespread in the target language. Otherwise, explication should be used.

Explication is a method of translating a term or abbreviation (acronym) in which the translator explains its meaning using phrases, providing an explanation of the term. For example, CDDI is an acronym for Copper Distributed Data Interface, which can be translated using explication - “розподілений інтерфейс передачі даних по кабельних лініях” [5: 114].

Equivalent translation is a commonly used method of translating an acronym by using a corresponding abbreviation that already exists in the target language. For example, ABE (air-breathing engine) is translated as “ПРД (повітряно-реактивний двигун)” in Ukrainian [5: 114].

The choice of translation method should be appropriate to the genre of the text and the target audience. The translator can combine different approaches, for example, using explication and presenting abbreviations in brackets for further use in the text. In the case of interpreting, it is difficult to convey abbreviations because there is no access to additional sources of information. In such situations, the interpreter must rely on their knowledge of the extra-linguistic background.

CONCLUSIONS TO CHAPTER 1

In conclusion, the phenomenon of word contraction, particularly through the use of abbreviations and acronyms, is prevalent in many languages, especially within the Indo-European linguistic group. As communication between people from diverse linguistic backgrounds continues to expand, there is a growing interest in the translation and understanding of abbreviated units.

The term "acronym" originally referred to initialisms pronounced as words but has since evolved to encompass various types of abbreviations and contractions. However, there remains ambiguity and inconsistency in the terminology used to describe these linguistic phenomena, both within and across languages.

The emergence of acronyms has been driven by the need to convey information efficiently, particularly in the context of the rapid proliferation of terms associated with scientific and technological advancements. Acronyms offer a concise means of communication and are increasingly integrated into specialised vocabularies across different fields.

While acronyms facilitate efficient communication, they also present challenges, including ambiguity, homophones, and the need for memorization. Moreover, acronyms may vary in meaning or interpretation across different cultural and regional contexts, and they can undergo semantic shifts over time.

In light of these challenges, translators and linguists must carefully consider the context and intended audience when translating and interpreting acronyms. Additionally, efforts to standardise and clarify the terminology surrounding acronyms could contribute to improved cross-cultural communication and comprehension.

The choice of translation strategy depends on factors such as context, audience, and purpose. Strategies include transliteration, direct translation, phonetic transcription, or leaving the acronym unchanged.

Translators must ensure clarity and understanding for the Ukrainian audience, considering creating new acronyms or providing full expansions when necessary. Sound and letter-sound acronyms are common and require careful consideration during translation.

"Media discourse" is defined differently across linguistics, either as a distinct type of speech specific to the media or as any discourse within mass communication. It encompasses various functions such as informing, regulating,

educating, entertaining, establishing contact, and advertising, reflecting the diverse nature of information transmission in the media.

Translating media texts poses challenges, especially with abbreviations and acronyms, requiring careful consideration of strategies like transliteration, explication, and equivalent translation to maintain accuracy and effectiveness.

The choice of translation strategy is crucial to preserve the legal status and communicative function of the original text. Adapting strategies to the text genre and target audience is essential for successful translation.

In summary, translating media discourse demands a nuanced approach considering linguistic, cultural, and communicative factors to ensure accurate communication across languages and cultures.

CHAPTER II

ANALYSIS OF THE WAYS OF RENDERING ACRONYMS IN UKRAINIAN TRANSLATIONS OF ENGLISH-LANGUAGE JOURNALISTIC TEXTS OF ONLINE MEDIA

2.1 The use and translation of acronyms in the texts of online media

In modern online communication, a plethora of acronyms and abbreviations are utilized, reflecting diverse trends and preferences.

Modern social psychology utilizes concepts such as linguistic skills to break the ice, “effective communication strategies”, and the “self-presentation”. These chosen linguistic tactics shape the interlocutor's perception of us, molding the image we project, which in turn fosters a desire for communication.

While some are widely recognized across linguistic and cultural boundaries, others are more niche, influenced by factors such as profession, age, skills, and gender.

For example, common acronyms like LOL (Laugh Out Loud), OMG (Oh My God), and CU (See You) are ubiquitous among English-speaking internet users globally. However, their usage and interpretations can vary depending on the linguistic context. While LOL is universally understood as conveying laughter, its nuanced meanings may differ across languages. In Ukrainian, for instance, LOL not only signifies amusement but can also denote surprise or unexpected outcomes.

Additionally, these acronyms serve as building blocks for the creation of derivative terms, such as "Look of Love" (*погляд сповнений кохання*), "Lots of Love" (*море кохання*), "Love of Life" (*вічне кохання або кохання на все життя*), and "Lots of Laughs" (*сміятися без зупину*) each conveying distinct emotional states or sentiments [4: 27].

Despite this rich linguistic landscape, the development of Ukrainian-language internet communication has been somewhat limited, resulting in a scarcity of equivalent terms and expressions. As a result, the seamless translation of acronyms and abbreviations poses a significant challenge in Ukrainian-speaking online communities.

Analyzing the various abbreviations and acronyms, we can note that a significant amount of acronyms and abbreviations originate from various methods, such as extracting the initial letters of a word (e.g., *INT for International*) and utilizing selected consonants from a word (e.g., *PRS for partnership*).

The emergence of acronyms incorporating numerals is inevitable, representing a distinct aspect of online communication that elevates it to a new level. These alphanumeric combinations encapsulate both their phonetic and written forms, synergizing with letters to create novel expressions. For example, numerals like 2, 4, and 8 are seamlessly integrated into words, spawning acronyms such as 2morrow (“завтра”), 4U (“для тебе”), and L8R (“пізніше”) [2: 53]. Some acronyms even incorporate symbols, as seen in “?4U” (питання до тебе) in sentences like “It's my ?4U.”

There are certain acronyms and abbreviations that are beyond both formal and informal communication settings. These linguistic shortcuts often serve to introduce Latin-origin words into discourse. For instance, “eg” (*exempli gratia*) stands for “for example,” “i.e.” (*id est*) for “that is” or “in other words,” “vs.” (*versus*) for “against someone,” and “etc.” (*et cetera*) for “and so on.” These expressions find equal footing in official correspondence and casual chatting, enjoying widespread usage across different age groups and levels of online literacy.

Many acronyms used on social media platforms lean towards casual and conversational rather than business-oriented. While some have been in use for years, others have emerged more recently. These abbreviations commonly

appear in public posts made by your followers or shared by them, as well as in the comments they leave on your posts. Understanding the meanings of these social media abbreviations is beneficial as it allows you to grasp what your audience is communicating and respond appropriately when necessary.

Additionally, some of these abbreviations double as hashtags, offering an opportunity to enhance visibility and engagement.

Here are some examples of conversational online acronyms:

1. AFAIK – Stands for "As far as I know"
2. AMA – Abbreviation for "Ask me anything," commonly used by celebrities, influencers, industry experts, and regular social media users to invite questions openly.
3. BRB – Short for "Be right back"
4. BTAIM – Represents "Be that as it may"
5. BTS – Represents "Behind the scenes," used when providing followers with a glimpse into your brand's activities.
6. BTW – Abbreviation for "By the way"
7. DAE – Stands for "Does anyone else...?"
8. DYK – Represents "Did you know...?"
9. ELI5 – Abbreviation for "Explain like I'm five," commonly used on forums like Reddit for seeking simple explanations to complex topics.
10. FBF – Short for "Flashback Friday," a theme where individuals share old pictures or posts with their followers.
11. FBO – Stands for "Facebook official," used when making a public announcement on Facebook regarding a significant event like a new relationship or job change.
12. FF – Represents "Follow Friday," a trend originating on Twitter where users give shoutouts to individuals they believe deserve more recognition and followers [12: 150].

There are also the network specific abbreviations such as DM (Direct message), FB (Facebook), G+ (Google+), IG (Instagram), LI (Linkedin), MT (Modified tweet), PM (Private message), RT (Retweet), TW (Twitter), YT (Youtube).

Furthermore, when discussing online media, attention should be drawn to the use of acronyms in modern scientific-technical and popular science texts, both online and offline publications.

The abbreviations used therein denote not only specialized computer terms but also more commonly used phrases, including: PC - personal computer; IRC - Internet Relay Chat; WAN - Wide Area Network, and so on.

Among the terms under examination, acronyms, specifically initialisms, rank first in terms of quantity. These initialisms include: CDI (Customer Data Integration), CMC (Computer-mediated Communication), CPC (cost-per-click), CRM (Customer Relationship Management), CTR (click-through-rate), BAM (Brick And Mortar), EAI (Enterprise Application Integration), ECML (Electronic Commerce Modeling Language), EDM (Enterprise Decision Management), EIPP (Electronic Invoice Presentment and Payment), EMEA (Europe, Middle East and Africa), ERP (Enterprise Resource Planning), FSP (full-service provider), iKP (Internet Keyed Payment), IOTP (Internet Open Trading Protocol), MSP (Merchant Service Provider), OFX (Open Financial Exchange), PTAL (Payment Transaction Application Layer), RON (run of network), SSL (Secure Sockets Layer), UDDI (Universal Description, Discovery and Integration), UPC (Universal Product Code), WAMBAM (Web Application Meets Brick And Mortar), AVS (Address Verification Service), BWTP (Business Web Transaction Processing), CNP (card-not-present), COTS (commercial off-the-shelf), CSP (Commerce Services Provider, Cryptographic Service Provider), cXML (commerce XML), ROS (run of site), SWIFT (Society for Worldwide Interbank Financial Telecommunication), SOHO (small office/home office) [4: 251].

Translation strategies for abbreviations in different languages have been extensively studied, revealing a generally universal approach to their translation. The fundamental principle guiding abbreviation translation is to achieve equivalence between the abbreviations in the source and target languages. This principle is enacted through various translation strategies.

One strategy involves replacing the abbreviation in the source language with an equivalent abbreviation in the target language. In this approach, the translator consults reference sources such as dictionaries or context to find an appropriate target language abbreviation.

Another strategy involves adopting the abbreviation from the source language, particularly when translating from English to Ukrainian. This is common for alphanumeric abbreviations found in indexing systems or specifications. English brand names of machines, devices, etc., are often adopted as is.

Transliteration is another strategy used to translate abbreviations, especially for military alliances, industrial companies, and political organizations. In this method, abbreviations are rendered in capital letters without quotes.

Transcription is another method used for abbreviation translation.

When direct translation is challenging, descriptive translation of an abbreviation is employed. This involves translating the root of the abbreviation while considering the microcontext.

In cases where none of the above strategies are feasible, a new abbreviation may be derived. However, this strategy requires close collaboration with specialists and approval of the newly derived abbreviation.

Overall, these translation strategies can be categorized into two main groups: normalization and explicitation, depending on the approach used.

2.2 Ways of equivalent rendering of acronyms in translations of English texts of Internet publications

The academic literature draws attention to the need to choose between two strategies when translating acronyms and abbreviations: foreignisation, which involves preserving national and cultural peculiarities and exoticism (through transcoding), or domestication, which involves ignoring national and cultural peculiarities and bringing the text closer to the reader's culture by replacing English abbreviations with Ukrainian equivalents from that culture (through paraphrasing or additional explanations).

“Foreignisation” in translation means preserving the original information of the text by deliberately violating the language norms of the translation. It is worth noting that the strategies of domestication and foreignisation take into account the influence of cultural and ideological factors on the translation process and determine the perception of translations by readers and the culture of the target language [15: 1576].

One of the “foreignisation” strategies is transcoding that is typically exemplified through transcription and transliteration as the most succinct methods for rendering acronyms. These methods imbue the translated word with a certain expressive quality: within the context of Ukrainian language, the transcribed word stands out as foreign, adding nuances of rarity and uniqueness to its denotation.

It is argued that transcoding serves as a translation method whereby the sound and/or visual representation of a word in the source language is conveyed using the alphabet of the target language [5: 282]. Transcoding encompasses two main types: transliteration and transcription.

When translating English abbreviations, transliteration is used if the abbreviation is written in the Ukrainian alphabet.

Here's an example from a medical publication that uses specific terminology where transliteration was used to translate an acronym. *An*

electroencephalogram (EEG) of his brain showed disrupted patterns of neural activity, indicating severe cerebral dysfunction (IAJH: URL). – Електроенцефалограма (ЕЕГ) його мозку показала порушену структуру нервової діяльності, що вказує на важку мозкову дисфункцію.

Transcription is the process of reproducing the sound of words in one language using symbols or graphemes in another language as accurately as possible. The aim of this process is to convey the sound image of a foreign language word with maximum accuracy.

For example, *Airbnb is an online platform for posting and searching for short-term rental accommodation around the world* (“Аірбінбі” це онлайн-платформа для розміщення та пошуку короткострокової оренди приватного житла по всьому світу) (ARBNB: URL).

“IMHO, he should've handled the situation differently”. – “Імхо, він мав би впоратися з ситуацією по-іншому”. This is a slang expression that is mostly used in online communication. The word "IMHO" is an acronym for the English phrase "In My Humble Opinion", which literally translates as: "In my humble opinion" or "In my humble understanding", however, mostly it is not translated and remains in its original form, being transcribed into Ukrainian.

Another example is the transcription of the acronym in a quote from the online publication *The Village: "O.Torvald releases album 'Fatigue' about PTSD and mental health"*. (О.Торвалд випустив альбом «Втома» про ПТСР та ментальне здоров'я) (OTOR: URL).

“For some OCD patients, not washing their hands is part of their treatment, so guidance to do so regularly is reviving their anxieties – and triggering them in others” (TG: URL). – “Для деяких пацієнтів з ОКР немиття рук є частиною лікування, тому вказівки регулярно робити це змушують пацієнтів згадати про свої минулі тривоги - та лякають інших пацієнтів”.

Moreover, mixed transcoding of abbreviations can be used, which is a process where both transliteration (transfer of English letters of the abbreviation to Ukrainian letters) and transcription (representation of the pronunciation of the abbreviation in the form of Ukrainian words that reproduce the sound form of the English abbreviation) are used to translate the abbreviation.

For example, the abbreviation "UFO" (Unidentified Flying Object) can be transcoded as "НЛО" (*Невизначений літаючий об'єкт*), where each letter of the abbreviation "UFO" is replaced by the corresponding letter of the Ukrainian alphabet.

Also, translation is not applicable in zero transcoding. This method is often found in the computer field, online communication and media. Examples are acronyms such as Png, jpeg, DVD, CD, HTML.

For example, when translating the phrase *"Chatbot based on artificial intelligence ChatGPT can be used without registration, according to the developer OpenAI"* (CGPT: URL) - "Чатбот на основі штучного інтелекту ChatGPT можна використовувати без реєстрації, повідомила компанія-розробник OpenAI". In this example, we can see the borrowing in its original form.

Another example is the common acronym KPI (Key Performance Indicator) in the office environment. E.g., *"KPIs are the benchmarks and goals that are most important for your business. They help you determine how well your campaigns and strategies are performing"* (SMAA: URL) - "KPI - це орієнтири та цілі, які є найбільш важливими для вашого бізнесу. Вони допомагають визначити, наскільки ефективно працюють ваші кампанії та стратегії."

"SaaS companies provide services via software either online or downloaded to your computer" (SaaS: URL) – SaaS-компанії надають послуги за допомогою програмного забезпечення, яке можна завантажити в Інтернеті або на комп'ютер.

2.3 The use of translation transformations to preserve the pragmatic functions of acronyms in the translation of English discourse texts

Domestication is a strategy of adapting a text to the cultural context of the target language, which may cause the loss of some information from the original text.

It is essential to note that translation strategies and tactics related to the rendering of acronyms are based on the use of the recipient's linguistic and cultural background and on taking into account the expressive needs of translated texts for linguistically and culturally diverse audiences. These strategies and tactics include explication or descriptive translation.

Explication is the disclosure of the meaning of a lexical unit of the source language with the help of detailed collocations that reveal the essential features of the phenomenon denoted by this lexical unit, i.e. by defining it in the target language [1: 42].

For example, the fragment *"I hate missing out on parties, FOMO is real"* can be translated as "Я ненавижду пропускати вечірки, страх – це реальність". In this case, the acronym FOMO, which means Fear of Missing Out, is not translated literally, but is replaced by the word "страх".

Another example, which is common in online communication and online media, is the acronym YOLO (You Only Live Once). The descriptive translation will be used to translate the sentence *"I booked a spontaneous trip because YOLO!"* and translated as follows: "Я забронював спонтанну поїздку, бо живемо лише раз!"

Another example is the acronym *"TGIFFR"*, which can be translated by means of explication as "Реально, слава Богу, сьогодні п'ятниця". *TGIF (Thank God It's Friday)* is an acronym that translates to "Слава Богу, сьогодні п'ятниця" and reflects the joy of a person in anticipation of the upcoming weekend.

“FR” (*for real*) is used to emphasize that you are right, and in Ukrainian the equivalent is the word "реально" or "зуб даю". So, the sentence was translated using the following transformations: the acronym TGIF was translated literally, and the acronym FR was translated using synonymous substitution.

“The ROI with prop firms is amazing. I spent \$800 on challenges this year for my YouTube series and have withdrawn over \$23,000 already” (ROI: URL) would be translated as following: "Рентабельність інвестицій з реквізиторськими фірмами вражає. Цього року я витратив \$800 на челенджі для мого серіалу на YouTube і вже вилучив понад \$23 000".

Here are some examples of rendering acronyms by the means of explication.

“Just had coffee with my FaTH (First and Truest Husband), reminiscing about old times”. - "Щойно пили каву з моїм першим коханням, згадували старі часи" (SMA: URL).

“Another day at the office, SSDD (Same Stuff, Different Day)” - "Ще один день в офісі, знову все те саме”.

“Did you watch the game last night? LeBron James is definitely the GOAT (greatest of all time)!” - "Ви дивилися гру вчора ввечері? Леброн Джеймс, безумовно, найкращий!" (DESO: URL)

“How to do the AMA (ask me anything) story thing?” - “Як зробити історію з "запитай мене про щось"? (AMA: URL).

“DAE (does anybody/anyone else) think Twitter is horrible now?” - “Хтось ще вважає, що Twitter зараз жахливий?” (DAE: URL).

“ELI5: Why do humans get dehydrated so quickly?” - “Поясни мені, як п'ятирічній дитині: чому люди так швидко зневоднюються?” (ELI5: URL).

“I now pronounce you FBO: Facebook official” - “Відтепер я оголошую тебе своїм партнером/партнеркою у Фейсбук” (FBO: URL).

“#DYK that 15% of the population is neurodiverse?” - “Чи знаєте ви, що 15% населення мають нейродиверсифікацію?” (DYK: URL).

“#FBF catching up with one of the most talented and industrious guys I know personally, @laolunyc.” - “Флешбек-п'ятниця з одним з найталановитіших і найпрацьовитіших хлопців, яких я знаю особисто, @laolunyc” (FBF: URL).

“Still no Canadian institutions involved AFAIK. We're too slow on this stuff”. - “Наскільки мені відомо, канадські інституції досі не залучені до цього процесу. Ми надто повільні в цьому питанні” (AFAIK: URL).

“CPC is used to determine costs of showing users ads on search engines, Google Display Network for AdWords, social media platforms and other publishers”. – “Ціна за клік використовується для визначення вартості показу оголошень користувачам у пошукових системах, Google Display Network для AdWords, соціальних мережах та інших паблішерах” (CPC: URL).

“I'll be AFK for a few minutes, need to grab some snacks”. – Я відійду від комп'ютера на кілька хвилин, потрібно взяти дещо перекусити (AFK: URL).

“My ETA for the party is around 8 PM”. – “Мій приблизний час прибуття на вечірку – 8-ма година вечора”.

“And while Alex was sending texts ‘I h8 u 4eva’ to Jordan’s no doubt pink crystallised phone, she was busy trotting in the snow, showing off her new equestrian range”. – В той час, як Алекс надсилав на рожевий всипаний камінцями телефон Джордан повідомлення з текстом «завжди ненавидітиму тебе», вона була зайнята організацією показу нової колекції для верхової їзди (YULEF: URL).

In this case, it's optimal to utilise the complete Ukrainian equivalents for words "hate, always, and you" to ensure clarity of the message. This decision is grounded in the absence of phonetic substitutions in Ukrainian.

Another trend observed in the translation of acronyms into Ukrainian involves forming acronyms from equivalent terms in Ukrainian.

For example, *“For those who think #ADHD isn’t a big deal—I just melted down crying trying to open mail & pay bills before my meds kicked in”* (ADHD: URL) is translated into Ukrainian with its equivalent term: “Для тих, хто думає, що #СДУГ не є великою проблемою - я щойно розплакалася, намагаючись відкрити пошту та оплатити рахунки до того, як мої ліки почали діяти”.

“A new research effort assessed the benefit of cognitive behavioral therapy (CBT) for alcohol-dependent women” (CBT: URL). – “Нові дослідження підтвердили переваги когнітивно-поведінкової терапії (КПТ), застосованої у реабілітації алкогольно-залежних жінок”.

To summarise, the choice of translation method for English acronyms varies depending on the context and specifics of the text. Each of these approaches has its advantages and disadvantages, which should be taken into account when choosing the most appropriate method for a particular case.

The key factors here are the ease of pronunciation and spelling in Ukrainian, as well as consideration of the practices of translating acronyms in the languages in which they are used, especially if the acronym is universal in many European languages. Thus, when choosing the best translation method, it is important to balance all these factors to achieve the proper quality and comprehensibility of the text.

CONCLUSIONS TO THE CHAPTER II

To summarize the second chapter, the following points are worth highlighting.

Acronyms and abbreviations are crucial in online communication and media, reflecting diverse trends across cultures. Translating them poses challenges, especially in Ukrainian. Translation strategies may include

replacement, adoption, transliteration, transcription, descriptive translation, and derivation. Some acronyms can be adapted to Ukrainian culture by forming equivalent terms, preserving meaning while ensuring comprehension. The choice depends on linguistic context, cultural factors, and availability of equivalents. For example, scientific texts may prefer an exact reproduction of the meaning of acronyms, while informal contexts may prioritise ease of understanding. Since acronyms are also widely used in online communication, their correct translation is crucial for ensuring effective communication and message clarity.

When choosing a translation method, it is important to strike a balance between accurately conveying the meaning of abbreviations and ensuring ease of understanding. This requires consideration of phonetic, graphic, and semantic aspects in both languages.

Overall, understanding and utilizing various strategies for translating abbreviations into Ukrainian is important for ensuring accurate and comprehensible communication in diverse linguistic and cultural contexts.

CONCLUSIONS

The study of strategies and tactics of rendering English acronyms on the material of Ukrainian translated versions of modern English-language media discourse has led to the following conclusions.

Translating acronyms into Ukrainian in the context of online discourse requires not only language skills, but also an understanding of the specifics of online communication and information about the target audience. Therefore, successful translation involves adaptation to the linguistic, cultural and technological aspects of this medium.

Academic sources point out that when translating acronyms, the translator should choose one of two strategies: preserving the national and cultural character through foreignisation or approaching the reader's language through domestication.

One of the most effective methods of translating acronyms is explication, which allows the translator to reveal the meaning of the abbreviation through detailed explanations or analogies. This is especially important for acronyms that have unique semantic connotations or subtexts.

When translating acronyms, it is also important to take into account the cultural nuances and specific characteristics of the target audience as long as acronyms used in English-language online discourse may have different associations or shades of meaning in Ukrainian.

When translating acronyms, it is important to be flexible and creative, using different strategies depending on the specific context and features of the abbreviation. Attention should be paid to preserving the emotional expressiveness and tone of the original.

The translators should take into account technological trends in online communication, such as the use of hashtags or popular abbreviations, which may affect the perception and understanding between users.

The overall goal of translating acronyms into Ukrainian is to ensure optimal quality and comprehensibility of the text for the target audience. An appropriate balance between preserving the meaning and adapting to linguistic and cultural peculiarities will help to achieve this goal.

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<https://www.mirror.co.uk/3am/celebrity-news/you-leave-em-for-one-weekend-666016>

ANNEX

Table 1.1

Examples of Ukrainian translated versions of acronyms in English
online-media

	Source text	Text of the translation
1.	<i>An electroencephalogram (EEG) of his brain showed disrupted patterns of neural activity, indicating severe cerebral dysfunction.</i>	<u>Електроенцефалогра</u> <u>ма</u> (ЕЕГ) його мозку показала порушену структуру нервової діяльності, що вказує на важку мозкову дисфункцію.
2.	<i>Airbnb is an online platform for posting and searching for short-term rental accommodation around the world.</i>	<u>Аірбінбі</u> це онлайн-платформа для розміщення та пошуку короткострокової оренди приватного житла по всьому світу.
3.	<i>O.Torvald releases album 'Fatigue' about PTSD and mental health".</i>	О.Torvald випустив альбом «Втома» про <u>ПТСР</u> та ментальне здоров'я.
4.	<i>"UFO" (Unidentified Flying Object)</i>	<u>"НЛЮ"</u> <u>(Невизначений літаючий</u> <u>об'єкт)</u>
5.	<i>Chatbot based on artificial intelligence ChatGPT can be used without</i>	Чатбот на основі штучного інтелекту

	<i>registration, according to the developer OpenAI.</i>	<u>ChatGPT</u> можна використовувати без реєстрації, повідомила компанія-розробник OpenAI.
6.	<i>KPIs are the benchmarks and goals that are most important for your business. They help you determine how well your campaigns and strategies are performing.</i>	<u>КРІ</u> - це орієнтири та цілі, які є найбільш важливими для вашого бізнесу. Вони допомагають визначити, наскільки ефективно працюють ваші кампанії та стратегії.
7.	<i>I hate missing out on parties, FOMO is real.</i>	Я ненавиджу пропускати вечірки, <u>страх</u> – це реальність.
8.	<i>I booked a spontaneous trip because YOLO.</i>	Я забронював спонтанну поїздку, бо <u>живемо лише раз!</u>
9.	<i>TGIFFR!</i>	<u>Реально, слава Богу, сьогодні п'ятниця!</u>
10.	<i>FR!</i>	<u>Реально! Зуб даю!</u>
11.	<i>The ROI with prop firms is amazing. I spent \$800 on challenges this year for my YouTube series and have withdrawn over \$23,000 already.</i>	<u>Рентабельність інвестицій</u> з реквізиторськими фірмами вражає. Цього року я

		витратив \$800 на челенджі для мого серіалу на YouTube і вже вилучив понад \$23 000.
12.	<i>Just had coffee with my FaTH (First and Truest Husband), reminiscing about old times.</i>	Щойно пили каву з моїм <u>першим коханням</u> , згадували старі часи.
13.	<i>Another day at the office, SSDD (Same Stuff, Different Day).</i>	Ще один день в офісі, <u>знову все те саме</u> .
14.	<i>Did you watch the game last night? LeBron James is definitely the GOAT (greatest of all time)!</i>	Ви дивилися гру вчора ввечері? Леброн Джеймс, безумовно, <u>найкращий!</u>
15.	<i>For those who think #ADHD isn't a big deal—I just melted down crying trying to open mail & pay bills before my meds kicked in.</i>	Для тих, хто думає, що <u>#СДУГ</u> не є великою проблемою - я щойно розплакалася, намагаючись відкрити пошту та оплатити рахунки до того, як мої ліки почали діяти.
16.	A new research effort assessed the benefit of cognitive behavioral therapy (CBT) for alcohol-dependent women.	Нові дослідження підтвердили переваги <u>когнітивно-поведінкової терапії (КПТ)</u> , застосованої у реабілітації

		алкогольно-залежних жінок.
17.	<i>How to do the AMA (ask me anything) story thing?</i>	Як зробити історію з " <u>запитай мене про щось</u> "?
18.	<i>DAE think Twitter is horrible now?</i>	<u>Хтось ще вважає</u> , що Twitter зараз жахливий?
19.	<i>ELI5: Why do humans get dehydrated so quickly?</i>	<u>Поясни мені, як п'ятирічній дитині</u> : чому люди так швидко зневоднюються?
20.	<i>I now pronounce you FBO: Facebook official.</i>	Відтепер я оголошую тебе своїм <u>партнером/партнеркою</u> у <u>Фейсбук</u> .
21.	<i>#DYK that 15% of the population is neurodiverse?</i>	<u>Чи знаєте ви</u> , що 15% населення мають нейродиверсифікацію?
22.	<i>#FBF catching up with one of the most talented and industrious guys I know personally, @laolunyc.</i>	<u>#Флешбек-п'ятниця</u> з одним з найталановитіших і найпрацьовитіших хлопців, яких я знаю особисто, @laolunyc.
23.	<i>Still no Canadian institutions involved AFAIK. We're too slow on this stuff".</i>	<u>Наскільки мені відомо</u> , канадські інституції досі не залучені

		до цього процесу. Ми надто повільні в цьому питанні.
24.	<i>For some OCD patients, not washing their hands is part of their treatment, so guidance to do so regularly is reviving their anxieties – and triggering them in others.</i>	Для деяких пацієнтів з <u>ОКР</u> немиття рук є частиною лікування, тому вказівки регулярно робити це змушують пацієнтів згадати про свої минулі тривоги - та лякають інших пацієнтів.
25.	<i>CPC is used to determine costs of showing users ads on search engines, Google Display Network for AdWords, social media platforms and other publishers.</i>	<u>Ціна за клік</u> використовується для визначення вартості показу оголошень користувачам у пошукових системах, Google Display Network для AdWords, соціальних мережах та інших паблішерах.
26.	<i>And while Alex was sending texts 'I h8 u 4eva' to Jordan's no doubt pink crystallised phone, she was busy trotting in the snow, showing off her new equestrian range.</i>	В той час, як Алекс надсилав на рожевий всипаний камінцями телефон Джордан повідомлення з текстом «завжди ненавидітиму тебе», вона була зайнята

		організацією показу нової колекції для верхової їзди.
27.	<i>I'll be AFK for a few minutes, need to grab some snacks.</i>	Я <u>відійду</u> від <u>комп'ютера</u> на кілька хвилин, потрібно взяти дещо перекусити.
28.	<i>My ETA for the party is around 8 PM.</i>	Мій <u>приблизний час</u> <u>прибуття</u> на вечірку – 8-ма година вечора.
29.	<i>That joke was so funny, I was ROFL!</i>	Цей жарт був таким смішним, що я <u>реготав!</u>
30.	<i>I have to go now, TTYL!</i>	Мені зараз треба йти, <u>поговоримо пізніше!</u>
31.	<i>PSA: Don't sleep on this new album, it's fire!</i>	<u>Увага, анонс:</u> Не проспите цей новий альбом, це вогонь!
32.	<i>You will get everything you want in life if you help other people get what they want. – Zig Ziglar #QOTD</i>	Ви отримаєте все, чого хочете в житті, якщо допоможете іншим людям отримати те, чого вони хочуть. - Зіг Зіглар <u>#Цитата дня"</u>
33.	<i>SaaS companies provide services via software either online or downloaded to your computer.</i>	<u>SaaS-компанії</u> надають послуги за допомогою програмного

		забезпечення, яке можна завантажити в Інтернеті або на комп'ютер.
34.	<i>I can't stop watching this video of the cat playing piano - TIME. It's just too hilarious!</i>	Я не можу перестати дивитися це відео, де кіт грає на піаніно - <u>сльози на очах від сміху</u> . Це просто занадто смішно!
35.	<i>IMO, this movie is the best one I've seen this year.</i>	<u>Як на мене</u> , цей фільм - найкращий з тих, що я бачив цього року.
36.	<i>IMHO, he should've handled the situation differently.</i>	<u>Імхо</u> , він мав би впоратися з ситуацією по-іншому.
37.	<i>In fact, Forbes named emails with ASAP in the subject header among the five rudest.</i>	До речі, Forbes назвав листи з темою " <u>Якнайшвидше</u> " в заголовку однією з п'яти найгрубіших.
38.	<i>Rachelle Hampton is a culture writer and reporter at Slate and co-host of ICYMI. Its motto is "We're online so you don't have to be" (ICYMI: URL).</i>	Рейчел Гемптон - культурний оглядач і репортер Slate та співведуча ICYMI (<u>Якщо ви пропустили</u>). Їх девіз: "Ми онлайн, щоб ви не мусили бути онлайн".

39.	<i>I love your way BaeBae (Before anyone else) and I want to be with you night and day my love. (BAE: URL)</i>	Я люблю твій характер, <u>коханий</u> , і я хочу бути з тобою вдень і вночі.
40.	<i>TIL the King Cobra is not a cobra. It is the sole species of its genus and happens to look a lot like a cobra (TIL: URL).</i>	<u>Сьогодні я дізнався</u> , що королівська кобра - це не кобра. Це єдиний вид свого роду, який дуже схожий на кобру.
41.	<i>IIRC, you were supposed to drive me home.</i>	<u>Якщо я правильно пам'ятаю</u> , ти мав відвезти мене додому.
42.	<i>FWIW, one of my daughters has been obsessively watching The Simpsons and many of the later seasons are not as bad as commonly attributed.</i>	<u>Варто згадати</u> , що одна з моїх дочок одержимо дивиться "Сімпсонів", і багато останніх сезонів не такі вже й погані, як прийнято вважати.
43.	<i>IANAD, but sounds like you have the flu!</i>	<u>Я не лікар</u> , але схоже, що у вас грип!
44.	<i>IDGAF when someone is annoying you about something you don't care about or when their opinion is not valued by you.</i>	<u>Мені начхати</u> , коли хтось дратує тебе чимось, що тебе не цікавить, або коли їхня думка не цінується тобою.

45.	<i>OMG! I can't believe I won the contest!</i>	<u>Боже мій!</u> Не можу повірити, що я виграв конкурс!
46.	<i>LPT: When buying a blanket, always buy at least one size larger than your bed. It's at least a hundred times more comfy.</i>	<u>Життєва порада:</u> купуючи ковдру, завжди купуйте її принаймні на один розмір більше, ніж ваше ліжко. Це щонайменше в сто разів зручніше.
47.	<i>I need to grab a drink, BRB!</i>	Мені потрібно взяти напій, <u>зараз повернуся!</u>
48.	<i>FYI, the meeting has been rescheduled to tomorrow.</i>	<u>До вашого відома,</u> зустріч перенесена на завтра.
49.	<i>NP, happy to assist!</i>	<u>Немає проблем,</u> радий допомогти!
50.	<i>What Chandler told us about his date the other day was TMI (TMI: URL).</i>	Те, що Чендлер розповів нам про своє побачення на днях, було <u>вже занадто.</u>

Table 1.2

Translation strategies and tactics in rendering English acronyms: quantitative indicators

Type	Quantity	%
1. Transcoding (transcription and transliteration)	7	14
2. Descriptive translation	39	78
3. Zero transcoding (or borrowing foreign acronyms)	4	8
Total:	50	100

РЕЗЮМЕ

Курсову роботу присвячено дослідженню теми "Переклад акронімів: функціонування та виклики". У ході роботи проведено аналіз англomовних медіатекстів інтернет-ресурсів. У рамках дослідження було проаналізовано 50 речень, перекладених з англійської на українську мову, та складено дві порівняльні таблиці.

Ключові слова: переклад, акроніми, медіатексти, інтернет-ресурси, функціонування, виклики, медіа дискурс.