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Svitlana FROLOVA

Research supervisor:

Khrystyna MELKO

Candidate of Philological Sciences, Associate Professor

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

Київський національний лінгвістичний університет Факультет германської
філології і перекладу Кафедра теорії і практики перекладу з
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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

**Специфіка відтворення українською мовою одиниць національно
маркованої лексики у текстах мас медіа (на матеріалі англомовних видань
“The Economist”, etc.)**

Фролова Світлана студентка групи Па 17-20

Керівник курсової роботи

(підпис)

Кандидат філологічних наук, доцент

Христина МЕЛЬКО

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INTRODUCTION

The term paper is focused on defining the concept of nationally marked vocabulary, the specifics of its use in Ukrainian and English-language media, considering the particularities and problems of translating nationally marked vocabulary, and studying the strategies and methods of translation (reproduction) of nationally marked vocabulary of Ukrainian media discourse in the English news media.

The problem's theoretical background is based on the analysis of theoretical studies and works of Ukrainian and foreign researchers, linguists and translators who have examined the specifics of nationally marked vocabulary, its functions, features and translation methods. It is worth noting that such prominent linguists as R. P. Zorivchak, M. Bondar, T. Tupytsia, I. Korunets, A. V. Voloshyna, V. I. Karaban, Peter Newmark, Michael Silverstein and other researchers have devoted their works to the study of nationally marked vocabulary.

The rationale (topicality) for the study is that today nationally marked terminology is very widespread in the Ukrainian and English-language media, which is due to the actualization and popularization of political discourse under the influence of many factors, especially the beginning of the military confrontation between Russian and Ukrainian forces. In addition, the number of nationally labeled lexical items is constantly growing under the influence of extralinguistic factors and the development of Ukrainian culture in general.

Nationally marked lexicon plays an important role in media discourse. The media use this terminology to emphasize national identity, create an emotional connection with the audience, convey cultural characteristics, etc.

As already mentioned, in the context of current political and cultural events,

nationally marked words are becoming increasingly important in media discourse. It should be noted that translating nationally labeled vocabulary is a difficult task. The translator must not only know the meaning of the words, but also understand their cultural context.

Thus, the relevance of the study of nationally marked vocabulary is primarily due to the **following factors**:

- the growing role of media in society;
- aggravation of issues of national identity;
- difficulties in translating nationally marked lexicon in the media discourse.

In addition, the study of the reproduction of nationally marked vocabulary in foreign media also remains a relevant issue for many researchers in the field of linguistics and translation. This is supported by the need to convey the national distinctive character and Ukrainian culture, i.e. to preserve the stylistic features of the text or individual parts of the text for which nationally marked vocabulary is used in the media discourse translated from Ukrainian into English.

The purpose of the study is to analyze the reproduction of nationally marked vocabulary in Ukrainian in the texts of mass media discourse (based on the material of English-language publications such as *The Economist*, etc.)

To achieve the goal of the research, the following tasks were defined:

- to define the concept of "nationally marked vocabulary";
- to determine the features, specificity of use, characteristic features and functions of nationally marked vocabulary in the texts of media discourse;
- to analyze the existing methods of translation of nationally marked vocabulary on the basis of English-language publications;

- to find and study the peculiarities of reproduction of nationally marked vocabulary (to identify lexical and grammatical transformations applied to specific nationally marked lexical units) in media discourse on the basis of *The Economist* (and other English-language publications);

- based on the data obtained in the course of the analysis and research, determine which translation methods are the most common and effective for reproducing nationally marked vocabulary in the modern English-language media.

The investigation subject became the reproduction of nationally marked lexical units in Ukrainian in mass media texts (based on the material of English-language editions of *The Economist*, etc.)

Object of the research is represented by nationally marked lexical units (present in Ukrainian and English-language news media).

Data sources are presented in the English-language media: *The Economist*, *The Wire In*, *BBC*, *The Guardian*, *Kyivpost* and others.

The methods used in the research are: information retrieval method, methods of analysis, induction and deduction, methods of linguistic description and observation, component analysis. The research was also carried out using the structural method in the form of specific techniques, namely: distributional, transformational and direct component analysis, contextual and interpretive method, linguopragmatic method.

Theoretical value of the research lies in expanding theoretical knowledge about nationally marked vocabulary, determining the peculiarities of translating such vocabulary in media discourse, identifying ways of translating nationally marked vocabulary, highlighting the most common ones and revealing the specifics of reproducing nationally marked vocabulary in Ukrainian in texts of mass media

discourse (based on the material of English-language publications "The Economist", etc.)

Practical value of the research is to identify research findings that will provide a clear understanding of what types and strategies of translation, what transformations and translation techniques are most effective in translating nationally marked vocabulary, i.e., will be useful for translators working with media discourse texts; for teachers and students who teach or study translation studies; for journalists and other media and communications professionals, etc.

The research paper structure: The work consists of an introduction, theoretical and practical parts, conclusions to each section, final conclusion, bibliography, list of reference sources, list of data sources, annex and resume (in Ukrainian).

CHAPTER I

NATIONALLY MARKED LEXICAL UNITS AND TRANSLATION CHALLENGE

Definition of nationally marked lexical units

The Ukrainian language is saturated with a huge number of nationally marked lexical units that stylistically enrich any text, convey its unique culture, and especially in media discourse. Researchers give different names to nationally marked lexical items. Researchers describe the vocabulary associated with a particular culture in different ways. However, all these definitions describe the same phenomenon. The term "nationally marked lexicon" is a generalized name for this phenomenon. Even considering the works of researcher L. Dyachenko, we learn that "linguists call words with such a semantic fullness of national and cultural content differently: equivalent, realia words, ethnographies, etc. These words are nothing more than a source of knowledge about a particular ethnic group: its mentality, customs, traditions, way of life, and the heritage of its spiritual culture. On the one hand, they serve to denote objects or concepts that are not available in other national cultures, and on the other hand, they name denotations that were or are typical, characteristic, and constitute an integral attribute of the spiritual or material culture of a particular people" [4: 9].

Thus, some scientists use the concept of "realia", others use terms "non-equivalent vocabulary", "lacunae", "culturally marked vocabulary", etc. However, the main concepts are still realia and culturally marked vocabulary, and in most works researchers use these terms, which actually mean and describe nationally marked vocabulary. Such lexicon is closely related to the culture and the people who use such words in their spoken or written statements.

Bondar M. defines nationally marked units as groups of words that reflect the national and linguistic picture of the world of a particular nation, as well as the

peculiarities of the economy, geography, social system, folklore, literature, all kinds of art, science, life, and customs of the speakers of the respective language [1: 31]. It is easiest to notice nationally labeled vocabulary in the works of past centuries. This is due to historical realia words that often force even a native speaker to look into a dictionary, since due to the development of culture, science, and society in general, many everyday objects and certain concepts have disappeared from our everyday speech. An example of this phenomenon in the Ukrainian language is the words *plakhta*, *hryvnyk*, *shahok*, etc. In English, we can see the use of such historical realia words: *Chapman*, *cruse*, *kirtle*, etc. [14: 111].

Considering the concept of "realia," first of all, it is worth mentioning that the word «realia» has its origins in Latin, not the language spoken by Romans, that used by Middle Age scholars in many European countries as a language of science, research, philosophy. Since in Latin the plural neuter nominative of an adjective transforms it into a name, «realia» means «the real things», as opposed to words, that are considered neither «things» nor «real». For this reason, the word is a plural of «realis» (real), that, however, is not found in most Latin dictionaries because they usually contain the Classical, not Medieval, Latin occurrences [9: 274].

According to the American Anthropological Association, "Realia are the material objects and physical actions that are associated with language use and that are used to understand the social and cultural contexts in which language is used" [34]. Similarly, the Oxford English Dictionary defines realia as "material objects or events that are associated with a particular language or culture" [35].

Linguist L. L. Nelubin in his "Interpretive Translation Dictionary" gives the following definitions of the term "realia":

- a lexical unit (word or expression) that describes objects, events, situations that cannot be found in the life experience of speakers of other languages;

- a set of factors studied by linguistics and translation studies. These include: the state system of a particular country, the history and culture of the people, language contacts of speakers of a particular language and their reflection in the language;
- objects of material culture that serve as the basis for the nominative meaning of a word;
- words denoting national-specific features of life and everyday life [18: 178].

According to the Ukrainian translator and linguist I. Korunets, a realia is any Ukrainian language form or word that denotes a specifically national concept [12: 92]. G. Tomakhin gives the following definition of realia: these are words that describe objects of material culture, historical facts, state institutions, names of national and folklore heroes, mythological creatures, words that are characteristic only of a particular nation or people. They are referred to as non-equivalent vocabulary because: they express concepts that do not exist in other cultures, usually do not have an exact one-word translation into another language, have no equivalents outside the language to which they belong [24: 53].

G. D. Tomakhin also proposes to classify realia into two types:

1. *Connotative realia*: words that describe objects that are similar in different cultures, but have additional meanings associated with the cultural and historical associations of a particular culture [24: 56]. For example, the word "tea" in Ukrainian culture has not only the meaning of a drink, but also symbolizes hospitality, comfort, and heart-to-heart conversations.

2. *Denotative realia*: words that describe objects and phenomena that do not exist in other cultures [24: 56]. For example, Ukrainian "borsch" or "embroidery" have no direct analogues in other cultures.

P. Zorivchak defines realia as mono- and polylexeme units, the main lexical meanings of which contain, in terms of binary comparison, the complex of ethno-

cultural information traditionally assigned to them that is alien to the objective reality of the perceiver's language [8: 37]. In addition, R. P. Zorivchak proposes variants of classifications of realia in the historical, semantic and structural plans. Realia is distinguished on:

1) actual realia (with existing referents);

2) historical realia - semantic archaisms that, due to the disappearance of referents, are part of the historically discrete vocabulary and have lost their viability [8: 163].

A. V. Voloshyna distinguishes the center and periphery of non-equivalent vocabulary. Its center is the realia words, and the periphery is the background words. Realia serve to denote parts of the subject world of an ethnic group, and background lexical units serve to reflect objective reality at the lexical level [2: 38]. Background vocabulary denotes concepts or objects of special significance for a particular people. For example, the Ukrainian language has many synonyms for the word field: niva, lan, opillia, arable land. This is historically the case, as Ukrainians have long cultivated the land and lived off its fruits. That's why many synonyms with different shades of meaning have appeared to describe such an important place. In French, a similar situation exists with the word avarice (parcimonie) – épargne, économie extrême, minutieuse. This concept was important to the French, and therefore it has more than 11 words to describe it [14: 111].

British academic researcher Peter Newmark also offers his own classification of so-called "cultural words", the description of which should lead to the conclusion that these culturally specific words are identical to realia [31: 95]. Peter Newmark identifies the following groups of culturally specific words (realia):

- ecology;
- material culture (artifacts);

- food
- clothing;
- houses and cities;
- transportation
- social culture;
- organizations;
- political and administrative culture;
- religious and artistic culture;
- habits and behaviors (1998: 97).

As previously mentioned, there are also terms such as "culturally marked vocabulary" and "non-equivalent vocabulary" to refer to nationally marked lexical units. O. Tupytsia points out that culturally marked vocabulary can be non-equivalent vocabulary, as well as partially non-equivalent units (background vocabulary, connotative words), exoticisms, barbarisms [26: 252]. Tupytsia also proposes the following classification of culturally marked lexical units:

1) proper names (personal names, geographical names, names of institutions, organizations, newspapers, etc;)

2) realia words (words that denote objects peculiar only to the culture of a particular people; vocabulary items that denote objects, concepts and situations that do not exist in the practice of a foreign-speaking social group; words that denote various kinds of household items, material and spiritual culture peculiar only to a particular people);

3) words-symbols [25: 122].

Ukrainian-born linguist M. P. Kochergan emphasizes the unity of the concepts of "non-equivalence" and "lacunae" and notes that in the scientific literature these terms are used synonymously and are interpreted as words that are absent in a particular

language. According to the scientist, the non-equivalent vocabulary makes up no more than 6-7% of the total number of words most often used in everyday life [13: 171-172].

This group of words includes:

1. Proper names, names denoting geographical objects, names of organizations, etc. that do not have a counterpart in the target language. (*Shakespeare, Dickens, Lincoln – Шекспір, Дікенс, Лінкольн; Ukraine, Kyiv, the Mississippi – Україна, Київ, Міссісіпі*);

2. Objects of material and spiritual values inherent in a particular nation (*borshch, muffin, sushi – борщ, мафін, суші; tango, horak – танго, гонак*);

3. Lexical units that can be called random gaps. It means that these are words that do not have stable phrases or a certain linguistic equivalent. (*glimpse, floorer, exposure – вплив сили природи: дощу, сонця, вітру, холоду*) [19: 21].

R.P. Zorivchak considers the concept of "non-equivalent vocabulary" much broader than the semantics of the concept of "realia". Thus, all realia words belong to the equivalent-free vocabulary of a particular language. Instead, this vocabulary also includes proverbs and sayings, individual lexemes associated with differences in the segmentation of the world by individual language units, and other cases of lexical and semantic non-equivalence [8: 226].

To summarize, nationally marked lexical units are words that exist in a particular language and that embody the culture of a particular country. Nationally marked lexical units in the Ukrainian language are words such as borsch, varenyky, vyshyvanka, Dnipro, etc.).

Ukrainian language carries a numerous set of nationally focused lexical units that stylistically ornament every statement and display culture, especially in media discourse. Researchers refer to nationally marked lexical units by various terms: realia words of the language in question, the non-equivalent vocabulary, etc. are all ways of expressing culture, culture being marked by different vocabularies, speaking methods, and so on.

The concepts discussed by the terms "realia" and "non-equivalent vocabulary" are the most common. It is matter which cannot be seen because, in the duties of the society, they could not be witnessed. So they cannot be part of another language. They are divided into two types: positive and negative perspectives as well. When culturally dissimilar languages come into contact, non-equivalent lexicon arises, these are not synonyms but words which do not have exact equivalents in other languages. It is divided into: suitable vocabulary: geographical language, personal names, and names of organizations; realia words: everyday life, food, clothing, traditions, even historical events, etc.; connotative language: words that have the ability to express more than just their literal meaning because of their cultural-historical association.

Theoretical background of translating nationally marked lexical units

According to the Ukrainian linguist I. Korunets, translation of realia can be done in the following ways: transcription or transliteration only; combination of transcription/transliteration with an explanation of the national-specific only descriptive translation; calquing with explanation; literal translation (calquing); translation with the help of semantic analogues [12: 157–168].

In his work "Realia and Translation" R. P. Zorivchak offers the following methods of translational renaming of realia: "transcription" (transliteration), "hyperonymic renaming", "descriptive periphrasis", "combined renaming", "calquing (full and partial)", "interlingual transposition at the connotative level", "the method of likening (substitution)", "finding a situational equivalent (contextual translation)", "contextual explanation (interpretation) of realia» [8: 93].

Another scientific approach to translating realia is offered by Ukrainian researcher V.I. Karaban. According to his theory, we can distinguish three main methods: transcoding (in which the sound and/or graphic form of a word in the source language is transmitted by means of the alphabet of the target language), literal translation, descriptive translation [11: 421]

In addition, foreign researchers distinguish the following ways to translate nationally marked lexical items: interpretation, rewriting, transcription, replacement, restoration, omission, addition, rearrangement, phonological substitution [30: 12-14].

There are also the following methods of translating nationally marked lexical units:

- semi-calque;;
- compensation;
- creating a neologism;

- contextual translation;

and others.

It is worth considering each method of reproducing nationally marked vocabulary separately:

1. Transcription

Transcription is a method of translation that consists in transferring the sound of a word or phrase from one language to another using the letters of another language.

Transcription can preserve the exoticism and foreignness of culturally marked vocabulary, which can be important for the context. Typically, toponymy are translated using transcription: *Kuïë* - *Kyiv*, *Харків* – *Kharkiv*.

2. Transliteration

According to M. S. Zaritsky, transliteration is a translation at the grapheme level, a polysyllabic reproduction of the names of letters of one writing system by the names of letters of another writing system [7: 36].

Thus, transliteration is a system of writing words in one language using the alphabet of another language, e.g. *гривня* – *hryvnia*.

3. Combination of transcription and transliteration with explanation of the national-specific meaning of the realia

A combination of transcription and transliteration with an explanation of the national-specific meaning of a real-world term is a type of translation that preserves the original form of a word or term but also provides additional information that helps to

understand its meaning and context.

It is used to translate culturally marked vocabulary, i.e. terms or concepts that have connotations or associations that are specific to a particular culture or language, for example, *вишиванка* – *vyshyvanka*, **a traditional Ukrainian T-shirt**.

4. **Descriptive translation (descriptive periphrase)**

Descriptive translation is also used to convey culturally specific elements and nationally marked lexical units. Descriptive translation reveals the meaning of the original lexical unit with the help of detailed phrases that reveal the essential features of the phenomenon denoted by this lexical unit [23: 128].

Since culturally marked vocabulary often does not have an exact equivalent in other languages, descriptive translation allows you to convey the meaning of a word or phrase without a direct equivalent, for example, *вареники* – *dumplings filled with various savory or sweet fillings*.

5. **Loan translation (calque)**

A calque is a type of translation in which a word or phrase from one language is translated verbatim, component by component, using the morphemes of the target language. The advantage of using a calque is that it preserves the stylistic meaning of the term, e.g.. *Чорне Море* – *Black Sea*.

6. **Semi-calque**

A semi-calque is a type of translation in which only part of a word or phrase is translated verbatim, and the other part is translated using transliteration or transcription of the foreign language word, e.g. *3-Д друк* - *3D printing*.

Semi-calque uses elements familiar to native speakers of the target language, which makes the text more understandable, but it requires taking into account the context and audience of the mass media material.

7. Calque with explanation

Calque with explanation is used when an expression or construction of the source language has a unique or complex meaning that cannot be accurately reproduced in the target language without explanation.

For example, in this passage, several nationally marked lexical units are used and a whole paragraph is devoted to explaining their meaning: «*Young volunteers have been making the home-made weapons out of donated and recycled beer and alcohol bottles, calling them "Lviv smoothies," or "Bandera Smoothies," named after Stephen Bandera, a polarizing Ukrainian ultra-nationalist who fought against Soviet occupation but was also a Nazi collaborator during the Second World War.*» (CBC)

8. Compensation

Compensation is a method of translation by which the loss of meaning in one part of a sentence or text is compensated for in another part of it. Compensation can be used when it is impossible to translate a certain part of a sentence, but its reflection is important for the reproduction of the whole picture. This translation strategy is most often used when translating idiomatic expressions that do not have equivalents in the target language, thus preserving the stylistic effect. The concept of compensation involves addressing two main issues: the ratio of equivalence between the source text and the translation, as well as analyzing the relationship of grammatical features between texts in two languages. The translation losses that need to be compensated for should concern only significant properties of the source text, not a specific quality of the source language text [16: 24-25].

9. Creation of the neologism

Creating a neologism is a translation method in which the translator creates a word or phrase in the target language to convey the meaning of the original vocabulary. The creation of a neologism may be justified if:

- there is no equivalent in the target language;
- the existing equivalents do not fully convey the meaning of the original;
- it is necessary to preserve the style or emotional component of the original.

For example.: *дрони-камікадзе* – *suicide drones*.

10. Contextual translation

Contextual translation is a translation method based on taking into account the context when choosing the best translation. In contextual translation, the translator analyzes the context to determine the most appropriate translation that will be understandable and natural for native speakers of the target language.

All these translation methods are used depending on both the realia itself and its function and the context of the media texts themselves.

For example, N.A. Sereda notes that transcription and transliteration are the most concise methods. They create a certain expressive potential: in the context of native language words, the transcribed word stands out as a foreign one, gives the subject it denotes connotations of uncommonness, originality [22: 1].

According to El Tahrawi, B. B. and Manakin, V. M., when translating realia, one should pay attention to a number of factors that can help choose the right translation method. After all, the translation will depend on the nature of the text, the significance of the realia in the context, the nature of the realia and its place in the lexical system, the language (literary and linguistic traditions), and the reader of the translation. In order to

decide whether to transcribe or translate a realia, you need to analyze what role the realia plays in the content, what significance it has in conveying flavor, and whether it is an important lexical element in the text or an inconspicuous detail. All of these questions depend on one factor: whether the realia is one's own or someone else's in the original text. It is also necessary to analyze the prevalence of the realia. The most familiar and common terms for the target language are international and regional. The main sign of the prevalence of a realia is that it can be found in dictionaries (dictionary realia). In most cases, dictionary realia words are transmitted by transcription. Therefore, we can say that realia that have high semantic activity and stylistic meaning are transcribed and highlighted by the author. A translation is made for its reader, so if the transcribed realia in the text is not perceived by the reader, we can say that the communicative function of translation is not achieved. Even if the realia is translated in a different way, its national or historical flavor is lost. Therefore, when translating, one should be guided by extent to which the realia is already familiar to the reader: if not, one should analyze whether the context of the text itself suggests the meaning of the realia. A translator should always remember that a term is translated as a term, because it has no expressive meaning. But realia is never conveyed by realia [6: 4].

Thus, different researchers agree that the main methods of translating realia are: transcription, transliteration, a combination of transcription/transliteration with explanation, descriptive translation, calque, semi-calque, calque with explanation, compensation, creating a neologism, and contextual translation.

The choice of translation method depends on the characteristics of the media text, the significance of the realia in the context, and the audience (reader) of the text. Having examined examples of translation of nationally marked vocabulary, we understand that this is a complex process that requires not only advanced translation skills, but also analysis of the context, meaning of the term, its stylistic function, and options for reproduction in the target language.

Specifics and reproduction challenges of nationally marked lexical units in English-language media

Nationally marked lexicon plays an important role in mass media discourse because it: makes the linguistic mode elaborate, sounds the unique culture of the people, injects some more color into the text. Language makes a person irreplaceable, and culture gives power to words expressed. Educating future generations lies in consistent knowledge of literature. Analyzing specifics and reproduction challenges of nationalistically marked lexical units in English-language media contributes to the comprehension of a nation's culture and background, and it also serves to facilitate the process of turning translations into a different language.

The following types of media texts can be distinguished among genre and thematic varieties

- news or information facts (sequence of events);
- comments (explanations);
- analytical or journalistic reviews on various topics (politics, economics, society, social issues, culture, science, etc.);
- interviews;
- sports news and reports from the scene;
- advertising campaigns, announcements, etc. [19: 8].

There are also 5 functions of the media depending on the type of information:

1. Informational (news, current information);

2. Evaluation (news is evaluated);
3. Educational (scientific or cultural information is reported);
4. Influencing function (information that influences people's views and opinions is provided);
5. Entertainment (information of an entertaining nature) [19: 9-10].

The language of the media discourse has a certain variety of characteristics:

1. A large number of clichés and stable expressions, terms, clichés, metaphors;
2. Expressiveness in order to attract the reader's attention, evaluation of a particular expression, the presence of evaluative epithets;
3. Saturation with quotations, various realia words, allusions;
4. Use of slang, reduced or even colloquial vocabulary;
5. Widespread use of phraseology, idioms, catchphrases, wordplay, puns;
6. The use of such figures of speech as litany, hyperbole, metaphor, metonymy, and others;
7. A characteristic feature of written media texts is the headlines of newspapers and magazines based on puns, wordplay, and quotations [10: 18].

According to a study by linguistic anthropologist Elinor Ochs, nationalistically marked lexical units are often used in political speeches, national anthems, and other

forms of public discourse to reinforce national identity and promote a sense of unity among a population [32]. Ochs also notes that nationalistically marked lexical units can be used to differentiate one group from another, particularly in cases of ethnic or linguistic diversity. Another study by linguistic anthropologist John Gumperz found that nationalistically marked lexical units can also be used to express nationalistic sentiments in everyday conversation. Gumperz observed that speakers of different languages and dialects in India used nationalistically marked lexical units to express their nationalistic identities and to differentiate themselves from other groups [29]. Michael Silverstein, a renowned linguist, has also contributed to the study of realia and nationalistically marked lexical units. He discusses the importance of realia in language documentation and revitalization efforts, emphasizing their role in preserving cultural knowledge and practices [33].

To study realia in language, linguists use a variety of methods, including ethnographic observation, interviews, and the collection and analysis of artifacts. Ethnographic observation involves observing and recording the use of language in its natural context, such as in everyday conversations, social interactions, and public discourse. Interviews can be used to gather information about the meanings and uses of realia in language, as well as the social and cultural contexts in which they are used.

R. P. Zorivchak is among the scientists who studied realia in details and in her book “Realia and Translation” [8] she shows how to reproduce in English the names of Ukrainian traditional dishes, clothes, songs, dances, music instruments, ethnographic territories and their inhabitants, holidays, mythological creatures, etc. She believes that realia act as “reefs” due to the absence of appropriate denotations in the target language. Thus words-realial refer to non-equivalent vocabulary used by members of a certain lingual community to denote items of material culture, facts of history, state institutions, names of national and folklore heroes, mythological beings, etc. [21: 764].

Having considered the examples of the use of realia words in foreign media texts and based on the research of Prus S.I. and Stovbura O.V., it is worth noting that the

functions of nationally marked vocabulary in media texts may be as follows:

- To preserve cultural connotation, ethnic features and convey it in the text to arouse the reader's interest in what is unusual for them;
- to convey to the reader the strangeness of the term (in most cases, by putting the realia itself in quotation marks or highlighting it in a different font) - sometimes to express a negative connotation, or if the term (realia) itself is associated with negative events, etc;
- To convey the stylistic meaning of the text, often with the help of emphasis, to evoke certain emotions in the reader (sympathy, sadness, joy, surprise, etc.);
- To convey the novelty and relevance of culturally marked vocabulary (sometimes with the loss of stylistic features) - often by putting it in quotation marks or by creating neologisms or equivalents in the target language;
- To convey certain cultural information (often with the use of descriptive translation or calque with explanation. [20: 118-122]).

There are certain reproduction challenges of nationalistically marked lexical units. For example, problems with the translation of proper names are caused by the fact that they belong to the non-equivalent vocabulary. Thus, according to P. Newmark, proper names convey encyclopedic information, they have neither semantic meaning nor additional connotations, so the best way to translate them is to reproduce the graphic shell of the word from the source language into the target language [31: 70].

It should be noted that the difficulties of translating realia lie in the fact that texts contain a large amount of diverse information that requires background knowledge, which includes realia (toponyms, proper names, phraseology, vocabulary reflecting various spheres of the country's life, etc.). [17: 102]

According to the study by Matviyishyn and Roman, the translation of nationally marked lexical units poses significant challenges for translators due to the lack of direct equivalents in the target language [15: 102]. They emphasize the importance of deep knowledge of national marked lexical units, cultural and historical background, and translation skills in ensuring the adequacy of translating realia. In their opinion, various methods such as combined renomination, descriptive periphrasis, hyperonymic renaming, and transcription are key strategies used to convey the nuances of these culturally biased lexical units [15: 106]. For a translator, an important task is to reproduce them at the same level as they are in the original, while preserving all their stylistic or compositional characteristics. The choice of a particular translation method should be based on the compositional and stylistic characteristics of the realia in the source text, especially in cases where this lexical unit turns from a single detail into a whole image, and even more, it can become an image of the whole work, and sometimes even the author's work [15: 103].

Types of nationally marked vocabulary used in the English-language media:

1. Toponyms:

- Geographical names: *Говерла (Hoverla), Дніпро (річка), Чорне море (Black Sea), Карпати (Carpathian Mountains), Крим (Crimea), Азовське море (Sea of Azov), Донбас (Donbas), Закарпаття (Transcarpathia), Шацькі озера (Shatsk Lakes), Кам'янець-Подільська фортеця (Kamyanets-Podilskiy Fortress), Асканія-Нова (Askania-Nova), Холодний Яр (Kholodnyi Yar);*

- Cities and towns: *Київ (Kyiv), Харків (Kharkiv), Буча (Bucha), Ірпінь (Irpin), Львів (Lviv), Одеса (Odesa), Донецьк (Donetsk), Запоріжжя (Zaporizhia), Маріуполь (Mariupol).*

2. Proper names:

- Names of people: *Zelensky*;
 - Names of companies or organizations: *Naftogaz, Ukrzaliznytsia*;
 - Names of political institutions and parties: *Верховна Рада України (The Verkhovna Rada of Ukraine) Слуга народу (Servant of the People)*;
 - Political nicknames: *Шоколадний Король (The Chocolate King)*
 - Names of journals, newspapers and tv-channels: *Pravda*
3. **Names of holidays:** *День Незалежності України (Independence Day)*
 4. **Names of dishes:** *Вареники (varenyky), кутя (kutia), borsch (борщ)*
 5. **Names of currency:** *hryvnya*

Thus, when translating nationally marked lexical units in mass media discourse, transliteration, transcription, calque, calque with explanation (translator's commentary) are most often used. There are several types of media texts and media functions depending on the type of information. In addition, it is important to remember that media texts have specific characteristics, and the translator should take them into account when reproducing the realia words of the context of such texts.

Nationally marked vocabulary plays an important role in media texts, as it makes it possible to preserve the cultural and ethnic touch of the text, convey the alienness of the term to the reader, evoke certain emotions in the reader, and convey certain cultural information. However, translating nationally marked vocabulary can be a difficult task, as such words often do not have direct equivalents in the target language. It is important that the translator has in-depth knowledge of the nationally marked vocabulary, cultural and historical context, and has well-developed translation skills.

CHAPTER 2

**REPRODUCTION OF NATIONALLY MARKED UNITS IN ENGLISH-
LANGUAGE MEDIA**

**Ways of reproduction of nationally marked lexical units in English-language
media**

In this study we will examine how nationally marked lexical units are translated, as well as the translation methods, lexical and grammatical transformations used for it, paying attention to the challenges they pose to the translator and what strategies can be used to reproduce them in another language.

I. Transliteration

Example 1 – Pravda

In this example, the translator transliterated the proper name of the Ukrainian online publication «Українська правда», enclosing it in brackets, which makes it clear to the reader that the text is quoted from another source. The word pravda in the foreign media outlet is capitalized, indicating that it is a proper name. This approach freed the translator from the need for additional explanations, as if he had translated truth as pravda without capitalizing it

English mass media text	Ukrainian translation
<i>Ukraine would also start a 15-year consultation period on the status of Crimea, though reserving the right to reconquer</i>	<i>Україна також розпочне 15-річний період переговорів щодо статусу Криму, залишаючи за собою</i>

<i>Luhansk and Donetsk</i> (Ukrainian <i>Pravda</i>) (The Wire In)	<i>право на повернення</i> <i>Луганська та Донецька</i> (Українська <i>правда</i>).
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Example 2 – Hrebenne

In the example below, the name of the city was also transliterated. The context is focused on the topic of protests, so the author did not go into details, but simply transliterated the city without additional description. This strategy is quite good in this case.

English mass media text	Ukrainian translation
<i>The protests have cost Ukraine hundreds of millions of dollars in lost farm and freight business. It is worse for the drivers waiting at Hrebenne. (The Economist)</i>	<i>Протести коштували Україні сотні мільйонів доларів у вигляді втраченого сільськогосподарського та вантажного прибутку. Ще гірше для водіїв, які чекають у Гребенному.</i>

Example 3 – DTEK

In this example, the translator simply transliterated the name DTEK, as it is an abbreviation of its own name. In addition, due to the context: «*which produced about a quarter of Ukraine's energy before the invasion of 2022*» It is clear that this is an energy supply company and no further explanation or definition is needed for the reader.

English mass media	Ukrainian
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text	translation
<p><i>One result, says Dmytro Osyka of Modus X, the cyber-security arm of dtek, which produced about a quarter of Ukraine's energy before the invasion of 2022, is that no one can now break into the controls of their power stations, because they have been taken offline and quarantined from the rest of the company's cyber infrastructure. (The Economist)</i></p>	<p><i>Одним з результатів, каже Дмитро Осика з Modus X, підрозділу кібербезпеки ДТЕКу, яка виробляла близько чверті енергії в Україні до вторгнення 2022 року, є те, що ніхто не може зламати систему управління їхніми електростанціями, оскільки вони були виведені з мережі та поміщені на спеціальний режим карантину від решти кібер-інфраструктури компанії.</i></p>

Example 4 – Ukroboronprom, “kamikaze” drones

Ukrboronprom in this example is transliterated, and the context makes it clear to the reader that it is an organization. Kamikaze drones, in turn, is transcribed and enclosed in quotation marks. In addition, the term has a negative connotation and is well known due to the events of the war.

English mass media text	Ukrainian translation
<i>Ukroboronprom:</i>	<i>Укроборонпром:</i>

<p><i>Ukraine's "kamikaze" drones with 1,000 km combat radius in mass production.</i></p> <p>(Euromaidanpress)</p>	<p><i>Українські дрони-камікадзе з радіусом дії 1000 км у серійному виробництві.</i></p>
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Example 5 – Interfax-Ukraine

In this example, Interfax-Ukraine is also transliterated because it is a proper name and should be preserved.

English mass media text	Ukrainian translation
<p><i>Russian overnight strikes completely destroyed Trypilska thermal power plant outside Ukraine's capital Kyiv, Reuters reports citing the Interfax-Ukraine news agency who quoted a senior company official as saying. (The Guardian)</i></p>	<p><i>Російські нічні удари повністю зруйнували Трипільську теплову електростанцію під Києвом, повідомляє Reuters з посиланням на агентство "Інтерфакс-Україна", яке цитує високопоставленого чиновника компанії.</i></p>

Example 6 – Donbas

English mass media text	Ukrainian translation
<p><i>"I think the offensive this year will have breaking</i></p>	<p><i>Я думаю, що наступальна операція</i></p>

<p><i>out of the Donbas as its first objective," adds Gen Barrons, "and their eye will be on Kharkiv which is 29km [18 miles] or so from the Russian border, a major prize." (BBC)</i></p>	<p><i>цього року матиме своєю першою метою прорив з Донбасу, - додає генерал Барронс, - і їхня увага буде спрямована на Харків, який знаходиться за 29 км від російського кордону, що є головною ціллю".</i></p>
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Example 7 – Bohdanivka

<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>Battles have raged for control of Bohdanivka - a village west of the devastated city of Bakhmut, he said. (BBC)</i></p>	<p><i>За його словами, точаться бої за контроль над Богданівкою - селом на захід від зруйнованого міста Бахмут.</i></p>

Example 8 – Sevastopol

<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>What is sure is that the boat sank in the early hours of 14 April while being towed back to Sevastopol. (The Guardian)</i></p>	<p><i>Безсумнівним є те, що човен затонув рано вранці 14 квітня під час буксирування до Севастополя.</i></p>

II. Transcription

Example 1 – Bucha, Irpin, Borodianka, Azovstal

In this example, the translator transcribed the names of the cities and the metallurgical plant where most of the enemy's criminal acts were committed. Unfortunately, these cities have become quite famous and widely used in foreign media, so the author did not provide additional explanations, even though Azovstal is not a city, although it is used after the list of cities.

English mass media text	Ukrainian translation
<p><i>As Russian forces were driven out of the Kyiv region at the end of March, Ukrainians claimed to have discovered evidence of atrocities – rapes, murders, massacres, looting, indiscriminate bombings and other war crimes – in Bucha, Irpin, Borodianka, Azovstal. (The Wire In)</i></p>	<p><i>Коли наприкінці березня російські війська були відкинуті з Київської області, українці стверджували, що виявили докази звірств - звалтувань, вбивств, масових вбивств, мародерства, нещадних бомбардувань та інших воєнних злочинів - у Бучі, Ірпені, Бородянці, Азовсталі.</i></p>

Example 2 – Russian blitzkrieg

In this example, we can see that the translator used transcription as a translation method. The expression Russian “*blitzkrieg*” has a negative meaning, so the word

blitzkrieg is put in quotation marks. It is well known that Russia tried to capture Ukraine in 3 days, so the text is clear without further explanation.

English mass media text	Ukrainian translation
<p><i>He attributed the softening to the failure of the Russian 'blitzkrieg' to capture any big cities, leaving it with 'no chances whatsoever to move further into Ukraine territory' (The Wire In)</i></p>	<p><i>Він пояснив це послаблення тим, що російський "бліцкриг" не привів до захоплення жодного великого міста, що не залишило йому "жодних шансів просунутися далі вглиб території України".</i></p>

Example 3 – Kharkiv

The transcription of the word *Kharkiv* was used by the translator to preserve the authenticity and reproduce the phonetic structure of the original word. This transcription can be used to avoid changing the name of the city in translation and preserve its original name. In addition, Kharkiv is a well-known city, and the use of transcription can help the audience to recognize this place more easily in the text.

English mass media text	Ukrainian translation
<p><i>Russia stepped up its bombardment of Kharkiv in December, around the time that problems with American military assistance began to make headlines. (The</i></p>	<p><i>Росія посилила обстріли Харкова в грудні, приблизно в той час, коли проблеми з американською військовою допомогою</i></p>

Economist)	<i>почали з'являтися на шпальтах газет.</i>
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Example 4 – blockposts

In this example, a transcription of the word *blockposts* is used. Nationally marked vocabulary in this context has only an informative function, and the use of transcription helps to preserve the authenticity and specific nature of the term.

English mass media text	Ukrainian translation
<i>The military is assisting locals who are building roadblocks, called "blockposts." (CBC)</i>	<i>Військові допомагають місцевим жителям, які встановлюють дорожні застави, які називаються "блокпости".</i>

Example 5 – Zaporizhzhia

English mass media text	Ukrainian translation
<i>Last year the Russians knew exactly where Ukraine was likely to attack - from the direction of Zaporizhzhia south towards the Sea of Azov. (BBC)</i>	<i>Минулого року росіяни точно знали, де Україна може напасти - з боку Запоріжжя напівдень у напрямку Азовського моря. (BBC)</i>

Example 6 – Bakhmut, Avdiivka

English mass media text	Ukrainian translation
<p><i>Ukraine has, controversially, expended enormous efforts, in both manpower and resources, in trying to hold on to first the town of Bakhmut, and then Avdiivka. (BBC)</i></p>	<p><i>Україна, незважаючи на суперечки, витратила величезні зусилля, як людські, так і ресурсні, намагаючись утримати спочатку місто Бахмут, а потім і Авдіївку.</i></p>

Example 7 – Chornobaivka

English mass media text	Ukrainian translation
<p><i>Most importantly, the airbase at Chornobaivka enabled Russian troops to steer clear of dangerous river crossings as they pushed to the west. (BBC)</i></p>	<p><i>Найважливіше те, що авіабаза в Чорнобаївці дозволила російським військам уникати небезпечних переправ через річки, коли вони просувалися на захід.</i></p>

Example 8 – Ostriv Zmiinyi

In this example, in addition to the transcription, there is also a translation commentary with a loan translation of the island name.

English mass media text	Ukrainian translation
<p><i>It was a rocky outpost in the Black Sea; an ancient place known in Ukrainian as Ostriv Zmiinyi. English translation: <i>Snake Island</i>. (The Guardian)</i></p>	<p><i>Це був скелястий форпост у Чорному морі; стародавнє місце, відоме в Україні як Острів Зміїний.</i></p>

III. Combining transcription and transliteration with an explanation of the national-specific meaning of the realia

Example 1 – hryvnia

In this example, it is obvious that a foreign reader would not understand the word *hryvnia* without additional explanation, which is why the author used the transcription method with additional explanation of the national-specific meaning of the reality. Specifically, the author used the phrase Ukraine's currency to explain the meaning of the realia.

English mass media text	Ukrainian translation
<p><i>Ukraine's currency, the hryvnia, has fallen to a new low of 10 to the US dollar. (BBC)</i></p>	<p><i>Українська валюта, гривня, впала до нового мінімуму в 10 гривень за долар США.</i></p>

Example 2 – Slava Ukraini

In this example, the author transcribed the phrase "*Слава Україні*" and added an explanation that it is a Ukrainian national salute.

English mass media text	Ukrainian translation
<p><i>The unarmed soldier's last words were "Slava Ukraini" – a Ukrainian national salute that means "Glory to Ukraine" – before he was shot multiple times and collapsed to his death.</i> (Yahoo News)</p>	<p><i>Останніми словами беззбройного солдата було "Слава Україні"- перед тим, як він отримав кілька пострілів і впав на землю.</i></p>

Example 3 – Borscht

Borsch is a fairly well-known Ukrainian dish, but this example also contains an explanation of what kind of dish it is (what it consists of).

English mass media text	Ukrainian translation
<p><i>Borscht is one of the most well-known Ukrainian meals – a traditional, hearty soup with multiple layers of ingredients held together by a savory beet broth.</i> (CARE)</p>	<p><i>Борщ - одна з найвідоміших українських страв - традиційний, наваристий суп з декількома шарами інгредієнтів, які заправляються пікантним буряковим відваром.</i></p>

Example 4 – holubtsi

Голубці in this example is transcribed, and there is also an explanation that it is a traditional Ukrainian dish prepared by stuffing cabbage.

English mass media text	Ukrainian translation
<p><i>It's called holubtsi, a traditional Ukrainian stuffed cabbage dish.</i></p> <p>(Spectrumlocalnews)</p>	<p><i>Це - голубці, традиційна українська страва із фаршированої капусти.</i></p>

Example 5 – Ukrzaliznytsia

English mass media text	Ukrainian translation
<p><i>For example, the SBU recently detained a Russian Federal Security Service (FSB) agent in Dnipro, who was taking photos and videos of the local thermal power plant (TPP) and preparing enemy missile strikes, a former policeman in Zaporizhzhia who was monitoring military equipment facilities, as well as several employees of [Ukrainian state-owned railway] Ukrzaliznytsia who provided information to the enemy about the logistics of</i></p>	<p><i>Наприклад, нещодавно СБУ затримала у Дніпрі агента ФСБ РФ, який вів фото- та відеозйомку місцевої теплоелектростанції (ТЕС) та готував ракетні удари противника, у Запоріжжі - колишнього міліціонера, який стежив за об'єктами військової техніки, а також кількох співробітників Укрзалізниці, які</i></p>

<i>moving weapons and equipment damage," read the press release.</i> (Kyivpost)	<i>надавали ворогу інформацію про логістику переміщення зброї та пошкодження техніки", - йдеться у прес-релізі.</i>
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Thus, among the methods of translating nationally marked lexical units, transliteration and transcription are equally common, as well as a combination of these methods with additional explanation of the nationally specific meaning of the word. The method of transliteration is most often used to translate proper names (of organizations, newspapers, journals, companies, etc.). The transcription method was most often used to transcribe the names of cities or towns. The method of combining transliteration and transcription with an additional explanation of the national-specific meaning of the term was most often used when translating dishes or specific national terminology (e.g., currency, slogans, etc.). It has been determined that translation methods and translation strategies vary depending on:

- Context (the content may contain details that lead the reader to understand a particular nationally marked lexical unit without further explanation, or it is not necessary because the nationally marked lexical unit is of secondary importance in the context);
- Connotations (if the term has a negative connotation or is associated with a negative meaning, the term may be enclosed in quotation marks);
- The audience of the mass media text (if the translator realizes that the audience may not understand a certain term, name, etc., the translator's strategy may be to provide additional explanation);
- The nationally marked lexical unit itself (if it is well-known or more

widespread, for example, the translator may not provide additional explanation, and vice versa - if the realia has a narrow meaning or may cause misunderstanding among the reader, then most often there is an additional description of the nationally specific meaning of the lexical unit).

Lexical transformations in the translation of nationally marked lexical units

IV. Loan translation (calque)

Example 1 – Humanitarian corridors

In this example, "*гуманітарні коридори*" was translated literally, but placed in quotation marks. The use of quotation marks can signal that a term is used in a specific context or with certain limitations. In this example, "humanitarian corridors" may be a concept under discussion that has not yet been formally legalized or approved. It may also indicate that the term is not being used in its generally accepted meaning, but in a more specific context. At the very least, it is clear that it refers to specific routes intended for the transportation of Ukrainian refugees.

English mass media text	Ukrainian translation
<i>The discussions concentrated on establishing 'humanitarian corridors' for Ukrainian refugees. (The Wire In)</i>	<i>Дискусії були зосереджені на створенні "гуманітарних коридорів" для українських біженців.</i>

Example 2 – Molotov cocktails

In this case, the phrase "*Molotov cocktail*" is a well-known one, so it does not require any additional explanation for the reader.

English mass media text	Ukrainian translation
<i>«Make Molotov</i>	<i>"Робіть коктейлі</i>

<i>cocktails, acid, whatever it takes.» (The Economist)</i>	<i>Молотова, кислоти, що завгодно".</i>
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Example 3 – Association of Farmers and Private Landowners of Ukraine

In this example, a loan translation is used, which is correct from the point of view of conveying the organization's own name and is also understandable to a foreign reader.

English mass media text	Ukrainian translation
<i>Viktor Sheremeta, a former deputy minister of agriculture, now with the Association of Farmers and Private Landowners of Ukraine, reckons that roughly a tenth of his 10,000 members have done it. (The Economist)</i>	<i>Віктор Шеремета, колишній заступник міністра сільського господарства, який зараз працює в Асоціації фермерів та приватних землевласників України, вважає, що це зробила приблизно лише десята частина з 10 000 членів асоціації.</i>

In examples 4, 5, and 6, the translator's strategy is the same as in the example described earlier.

Example 4 – Black Sea

English mass media text	Ukrainian translation
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<p><i>At the start of the war, when Ukraine lost access to its deep-water ports in the Black Sea, the temporarily exempted Ukrainian lorry drivers from a permit system that restricts movement in and out of the bloc. (The Economist)</i></p>	<p><i>На початку війни, коли Україна втратила доступ до своїх глибоководних портів у Чорному морі, вона тимчасово звільнила українських водіїв вантажівок від системи дозволів, яка обмежує рух на в'їзді та виїзді з блоку.</i></p>
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Example 5 – Glory to the Hetmanate, Glory to the Cossack Army”, “Death to the enemies of Ukraine

<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>Multiple follow-ups existed in years prior, including "Glory to all around the world!" by progressive, left-wing student groups in Kharkiv at the turn of the 19th century, as well as "Glory to the Hetmanate," "Glory to the Cossack Army," and "Death to the enemies of Ukraine" during the Ukrainian War of Independence from 1917 to</i></p>	<p><i>У попередні роки існували численні продовження цього гасла, зокрема "Слава всьому світові!" прогресивних лівих студентських груп у Харкові на рубежі 19-го століття, а також "Слава Гетьманщині", "Слава Козацькій Армії" та "Смерть ворогам України" під час Української війни за</i></p>

1921. (Yahoo News)	незалежність 1917-1921 років. (Yahoo News)
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Example 6 – the Heavenly Hundred

English mass media text	Ukrainian translation
<p><i>Ukraine would honor the more than 100 civilians, known today as the Heavenly Hundred, killed by the Berkut special police force during the revolution.</i></p> <p>(Yahoo News)</p>	<p>Україна вшанує пам'ять понад 100 цивільних осіб, відомих сьогодні як Небесна Сотня, вбитих спецпідрозділом міліції "Беркут" під час Революції Гідності.</p>

Example 7 – The meat grinder

English mass media text	Ukrainian translation
<p><i>That is true, with the battlefield in these places being dubbed "the meat grinder".</i></p> <p>(BBC)</p>	<p>Це правда, і поле бою в цих місцях охрестили "м'ясорубкою".</p>

Example 8 – Security Service of Ukraine (SBU)

English mass media text	Ukrainian translation

<p><i>Elsewhere, the Security Service of Ukraine (SBU) said it has foiled an assassination attempt on the governor of the Kherson region, Oleksandr Prokudin.</i></p> <p>(BBC)</p>	<p>У той же час ,Служба безпеки України (СБУ) заявила, що запобігла замаху на губернатора Херсонської області Олександра Прокудіна.</p>
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Example 9 – Cyborgs

English mass media text	Ukrainian translation
<p><i>Russian propagandists referred to the Ukrainian soldiers, who held the airfield, as "cyborgs" – a reference to their invincibility and courage.</i></p> <p>(Kyivpost)</p>	<p><i>Російські пропагандисти назвали українських солдатів, які утримували аеродром, "кіборгами" - натякаючи на їхню незламність і мужність.</i></p>

Example 10 – The Armed Forces of Ukraine (AFU)

English mass media text	Ukrainian translation
<p><i>The Armed Forces of Ukraine (AFU) experienced its first combat losses in June 2014. Two soldiers of the AFU were killed due to the shelling on June 10.</i></p>	<p><i>Збройні сили України (ЗСУ) зазнали перших бойових втрат у червні 2014 року. Двоє військовослужбовців ЗСУ загинули внаслідок</i></p>

(Kyivpost)	<i>обстрілу 10 червня.</i>
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Example 11 – Minsk agreements

English mass media text	Ukrainian translation
<p><i>In Sep. 2014, despite the "Minsk agreements," fierce fighting began at the airport, resulting in huge losses on both sides.</i></p> <p>(Kyivpost)</p>	<p><i>У вересні 2014 року, незважаючи на "Мінські домовленості", в аеропорту почалися запеклі бої, що призвели до величезних втрат з обох сторін.</i></p>

Example 12 – Russian warship

English mass media text	Ukrainian translation
<p><i>An aide brings a "Russian warship" T-shirt for Johnson. (The Guardian)</i></p>	<p><i>Помічник приносить Джонсону футболку з написом "Російський військовий корабель".</i></p>

Example 13 – Goodwill gesture

English mass media text	Ukrainian translation
<i>The Kremlin said it</i>	<i>Кремль заявив, що</i>

<p><i>was abandoning Snake Island as a “goodwill gesture”.</i> (The Guardian)</p>	<p><i>залишає острів Зміїний як "жест доброї волі".</i></p>
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V. Semi-calque

Example 1 – Pseudo-states

The term "pseudo-state" can be considered an idiomatic or professional expression that may be unfamiliar to some audiences. The use of semi-calque allows us to preserve the original terminology but make it more understandable for the foreign reader.

<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>He subsequently ordered the deployment of additional troops into both pseudo-states to reinforce the troops that were already there.</i> (Yale Macmillan Center)</p>	<p><i>Згодом він наказав ввести додаткові сили в обидві псевдодержави, щоб посилити війська, які вже там перебували.</i></p>

VI. Creation of the neologism

In the analyzed media texts, it was possible to find only 1 example of the use of neologism. Probably, this method is rare in media discourse, and is most often used in texts of literary discourse.

Example 1 – suicide drone

English mass media text	Ukrainian translation
<p><i>Iran has a massive arsenal of its deadly ‘suicide’ drone, the Shahed 136. (Nypost)</i></p>	<p><i>Іран має величезний арсенал дронів-камікадзе.</i></p>

VII. Calque with explanation

Example 1 – Oblasts

The addition of the explanation "for ethnic Russian provinces" may help readers who are not familiar with the term "oblasts" better understand which territories are being referred to in the context. This can make the text and its context easier for the audience to understand.

English mass media text	Ukrainian translation
<p><i>Russia demanded Ukrainian recognition of its annexation of Crimea in 2014, permanent Ukrainian neutrality, and autonomy for the ethnic Russian provinces or oblasts in eastern and south-eastern Ukraine. (The Wire In)</i></p>	<p><i>Росія вимагала від України визнання анексії Криму в 2014 році, постійного нейтралітету України та автономії для етнічних російських провінцій або областей на сході та південному сході України.</i></p>

Example 2 – Bomb Techs Without Borders

The name of the organization "Бомботехніка без кордонів" is not clear to foreign readers. Therefore, the loan translation with an explanation allows for a better understanding of the organization's essence and purpose.

English mass media text	Ukrainian translation
<p><i>But Tony Salvo of Bomb Techs Without Borders, a charity based in Kyiv, sees one encouraging sign. Because of the mounting casualties, Ukrainian police have recognised the dangers of dark demining. (The Economist)</i></p>	<p><i>Але Тоні Салво з благодійної організації "Бомботехніка без кордонів", що розташована в Києві, бачить один обнадійливий знак. Через зростаючі жертви українська поліція визнала небезпеку прихованого розмінування.</i></p>

Example 3 – The Molotov cocktail

In this example, the addition of the explanation "*or petrol bomb*" helps readers better understand how a Molotov cocktail looks and functions. The text is likely aimed at an audience that is not familiar with such terms.

English mass media text	Ukrainian translation
<p><i>The Molotov cocktail or petrol bomb is a weapon. (BBC)</i></p>	<p><i>Коктейль Молотова або вибухівка, яка виготовляється з</i></p>

	<i>пляшок з бензином - це зброя.</i>
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Example 4 – UJ-26 Bober

In this example, a translator's commentary on the name "Бобер" is used to help the reader understand the name of the UAV.

English mass media text	Ukrainian translation
<p><i>The invested money made it possible not only to obtain the ‘products’ to reduce the offensive potential of the occupying troops, but also contributed to the development and evolution of the UAVs themselves — so over time, from a 600 km aircraft, we came to the Bober [‘Beaver’] — a more advanced model, with greater, up to 800 km range and combat payload. (Euromaidanpress)</i></p>	<p><i>Вкладені кошти дозволили не лише отримати "продукцію" для зменшення наступального потенціалу окупаційних військ, але й сприяли розвитку та еволюції самих БПЛА - так з часом від літального апарату з дальністю польоту 600 км ми перейшли на Bober - більш досконалу модель, з більшою, до 800 км, дальністю польоту та бойовим навантаженням.</i></p>

Example 5 – Svoboda, Rubezh

The translation commentary in this case (*Liberty and Frontier*) helps readers better understand the nature and purpose of these military units.

English mass media text	Ukrainian translation
<p><i>Mayor of Kyiv Vitali Klitschko speaks to servicemen of Ukraine's National Guard 3rd Svoboda (Liberty) battalion, Rubezh (Frontier) brigade during a rotation in the Kyiv oblast in Ukraine on Thursday, April 11, 2024. (The Guardian)</i></p>	<p><i>Мер Києва Віталій Кличко виступає перед військовослужбовцями 3-го батальйону Національної гвардії України "Свобода" бригади "Рубіж" під час ротації в Київській області у четвер, 11 квітня 2024 року.</i></p>

Example 6 – The Cossack Hetmanate

Гетьманат Війська Запорозького is the historical name of the territory of the Ukrainian Cossacks. For readers who do not have knowledge of Ukrainian history, this name may not be clear. Therefore, the use of a calque with an explanation allows for a better understanding of what is meant.

English mass media text	Ukrainian translation
<p><i>The Cossack Hetmanate, or Cossack state, existed from the mid-17th century until it was destroyed by Russia during</i></p>	<p><i>Гетьманат Війська Запорозького, або Козацька держава, існував з середини 17 століття, поки не був</i></p>

<i>Catherine II's rule in the late 18th century. (Yahoo News)</i>	<i>знищений Росією під час правління Катерини II наприкінці 18 століття.</i>
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Example 7 – Ukrainian Cyber Alliance

In this case, the term *hacktivist community* is used specifically to give the reader an understanding of what the organization called the Ukrainian Cyber Alliance is all about. The name itself is given literally by the translator.

English mass media text	Ukrainian translation
<i>Tim Karpinsky, head of the Ukrainian Cyber Alliance, a “hacktivist community”, says that many Ukrainians and Russians, including vast criminal networks, once worked together in it and cyber. (The Economist)</i>	<i>Тім Карпінський, голова Українського кіберальянсу, "хактивістської спільноти", каже, що багато українців і росіян, включаючи великі злочинні мережі, колись працювали разом у ній і в кіберпросторі.</i>

Example 8 – 29 km

English mass media text	Ukrainian translation
<i>"I think the offensive this year will have breaking out of the Donbas as its first objective," adds Gen</i>	<i>Я думаю, що наступальна операція цього року матиме своєю першою метою</i>

<p><i>Barrons, "and their eye will be on Kharkiv which is 29km [18 miles] or so from the Russian border, a major prize." (BBC)</i></p>	<p><i>прорив з Донбасу, - додає генерал Барронс, - і їхня увага буде спрямована на Харків, який знаходиться за 29 км від російського кордону, що є головною цілью".</i></p>
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Thus, it has been determined that the most common lexical transformations in media texts are loan translation and calque with explanation. The use of loan translation is most often found in texts where the context makes clear the essence of nationally marked vocabulary or it is a very well-known realia (e.g., the Minsk agreements). The use of calque with explanation is due to the fact that certain Ukrainian proper names are not always clear to a foreign reader, and an explanation (often short and general) is used to make it more understandable. Especially if it can be important for the context and detailed description of a situation, event, object, etc. In the analyzed texts, these factors are the primary ones for the translator's choice of these lexical transformations (calque with explanation) as a method of reproducing nationally marked lexical units.

Grammatical transformations in the translation of nationally marked lexical units

VIII. Descriptive translation

Example 1 – “drop-and-forget” guided bombs

In this example, a descriptive translation ("*drop-and-forget guided bombs containing foreign components*") was used instead of a literal translation of a term that is quite technical and specific. In news, especially in military reports, it is important to convey accurate information about the equipment used. A descriptive translation allows for a better understanding of how these munitions function and how they affect the situation in Ukraine.

English mass media text	Ukrainian translation
<p style="text-align: center;"><i>The mass use of “drop-and-forget” guided bombs containing foreign components is driving Russian advances in Ukraine, with up to 500 now being fired a week, according to a Ukrainian government analysis. (The Guardian)</i></p>	<p style="text-align: center;"><i>Масове використання бомб з самонаведенням, що містять іноземні компоненти, сприяє просуванню російських військ в Україні: згідно з аналізом українського уряду, зараз їх випускається до 500 на тиждень.</i></p>

IX. Compensation

Example 1 – “Ukraine has not yet perished, nor its freedom or glory”

It is difficult to convey the same grammatical order of the poem in the English translation, so it was changed. This change helps to ensure that the translation is clear and natural, without losing the meaning and idea of the original poem.

English mass media text	Ukrainian translation
<p><i>Written by Pavlo Chubynskyi in 1862, the poem's opening line is "Ukraine has not yet perished, nor its freedom or glory." (Yahoo News)</i></p>	<p>Початковий рядок вірша, написаного Павлом Чубинським у 1862 році, звучить так: "Ще не вмерла України ні воля, ні слава, ні воля".</p>

X. Contextual translation

Example 1 – Independence Square

Maidan is here translated as "Independence Square" (*Площа Незалежності*).

English mass media text	Ukrainian translation
<p><i>A woman walks past anti-tank hedgehogs and concrete blocks at the Independence Square in central of Kyiv on 11 Apr 2024. (The Guardian)</i></p>	<p><i>Жінка проходить повз протитанкові їжаки та бетонні блоки на Майдані в центрі Києва 11 квітня 2024 року.</i></p>

Example 2 – Great Famine

"Holodomor" (*Голодомор*) – here is translated as "Great Famine" (*Великий Голод*).

English mass media text	Ukrainian translation
<p><i>The last Saturday in November this year marked Holodomor Memorial Day, the 90th anniversary of the Great Famine when Soviet leader Josef Stalin's autocratic regime ruthlessly starved 4 million Ukrainians to death.(Chicagotribune)</i></p>	<p><i>В останню суботу листопада цього року відзначався День пам'яті жертв Голодомору, 90-ті роковини Великого Голоду, коли автократичний режим радянського лідера Йосипа Сталіна безжально заморив голодом 4 мільйони українців.</i></p>

Example 3 – Ukrainian nationalist leader

"Bandera" (*Бандера*) – is here translated as "Ukrainian nationalist leader".

English mass media text	Ukrainian translation
<p><i>The Ukrainian nationalist leader was arrested by the Nazis after Germany occupied Ukraine. (Veridica)</i></p>	<p><i>Лідер українських націоналістів був заарештований нацистами після окупації України</i></p>

	<i>Німеччиною.</i>
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Example 4 – Ukraine’s Gen

The military context played an important role in this example. Using "Gen" instead of "General" is a common abbreviation in military contexts or when discussing military personnel. These abbreviations are often used for brevity, especially in headlines, titles, or other places where space or character count is limited. It's a shorthand way to convey the person's rank quickly and efficiently.

English mass media text	Ukrainian translation
<p><i>Russian forces outnumber Ukrainian troops seven to ten times in eastern regions, Ukraine's Gen Yuriy Sodol told parliament on Thursday, Reuters reports. (The Guardian)</i></p>	<p><i>Російські війська переважають українські в сім-десять разів у східних регіонах, заявив у четвер у парламенті генерал-лейтенант Юрій Содоль, повідомляє Reuters.</i></p>

Example 5 – The Ukrainian president

English mass media text	Ukrainian translation
<p><i>Thank you, Olaf, for your leadership. It is a genuine gesture of support at a critical time," the Ukrainian president wrote</i></p>	<p><i>Дякую, Олафе, за ваше лідерство. Це справжній жест підтримки у критичний час" , - написав</i></p>

<i>in a message on X.</i> (Euronews)	<i>президент України у своєму повідомленні в X.</i>
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Thus, it has been determined that contextual translation is the most common grammatical transformation in media texts. This strategy allows the reader to understand the entire context without additional explanations, especially if the audience is not familiar with certain terms (and the translator understands this).

In the 50 examples, were found 13 cases of using a calque (word-for-word translation), 8 cases of using transliteration, the same number (8) of transcription and calque with explanation, 5 cases of using a combination of transcription and transliteration with explanation of the national-specific meaning of the realia, and the same number (5) of cases of using contextual translation. Only 1 case of semi-calque, 1 case of compensation, 1 case of neologism creation and 1 case of descriptive translation were studied and identified. It is obvious that loan translation (calque) prevails in the material under study, as it accounts for 26% of all lexical transformations.

CONCLUSIONS

Nationally marked lexicon comprises words and expressions that reflect the culture and mentality of a specific people, do not have an exact equivalent in other languages and enrich the language, making it more colorful and expressive.

Different researchers agree that the main methods of translating realia words are: transcription, transliteration, a combination of transcription/transliteration with explanation, descriptive translation, calque, semi-calque, calque with explanation, compensation, creation of neologism, and contextual translation. The choice of translation method depends on: the characteristics of the media text, the significance of the realia in the context, and the audience (reader) of the text.

Nationally marked vocabulary plays an important role in media texts, as it makes it possible to preserve the cultural flavor and ethnic flavor of the text, convey the reader's sense of the term's foreignness, evoke certain emotions in the reader, and convey certain cultural information. It is important that the translator has in-depth knowledge of the nationally marked vocabulary, cultural and historical context, and has excellent translation skills.

The study found that word-for-word translation (calque), transliteration, transcription, and calque with explanation are the most frequent types of translation of nationally marked lexical items. Among lexical transformations, the most frequent are loan translation (calque) and calque with explanation. In addition, contextual translation has become the most common grammatical transformation used to reproduce culturally marked vocabulary.

The study of nationally labeled vocabulary can help us better understand how language reflects and shapes culture, and can contribute to more effective intercultural communication. Moreover, it is important to note that the study of nationally marked lexical items has not only theoretical but also practical significance. The results of these

studies can be used to improve translation.

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English mass media text	Ukrainian translation
<p><i>Ukraine would also start a 15-year consultation period on the status of Crimea, though reserving the right to reconquer Luhansk and Donetsk (Ukrainian Pravda) (The Wire In)</i></p>	<p><i>Україна також розпочне 15-річний період переговорів щодо статусу Криму, залишаючи за собою право на повернення Луганська та Донецька (Українська правда).</i></p>

English mass media text	Ukrainian translation
<p><i>The protests have cost Ukraine hundreds of millions of dollars in lost farm and freight business. It is worse for the drivers waiting at Hrebenne.v (The Economist)</i></p>	<p><i>Протести коштували Україні сотні мільйонів доларів у вигляді втраченого сільськогосподарського та вантажного прибутку. Ще гірше для водіїв, які чекають у Гребенному.</i></p>

English mass media text	Ukrainian translation
<p><i>One result, says Dmytro Osyka of Modus X, the cyber-security arm of</i></p>	<p><i>Одним з результатів, каже Дмитро Осика з Modus</i></p>

<p><i>dtek, which produced about a quarter of Ukraine's energy before the invasion of 2022, is that no one can now break into the controls of their power stations, because they have been taken offline and quarantined from the rest of the company's cyber infrastructure. (The Economist)</i></p>	<p><i>Х, підрозділу кібербезпеки ДТЕКу, яка виробляла близько чверті енергії в Україні до вторгнення 2022 року, є те, що ніхто не може зламати систему управління їхніми електростанціями, оскільки вони були виведені з мережі та поміщені на спеціальний режим карантину від решти кіберінфраструктури компанії.</i></p>
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<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>Ukroboronprom: Ukraine's "kamikaze" drones with 1,000 km combat radius in mass production. (Euromaidanpress)</i></p>	<p><i>Укроборонпром: Українські дрони-камікадзе з радіусом дії 1000 км у серійному виробництві.</i></p>

<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>Russian overnight strikes completely destroyed Trypilska thermal power</i></p>	<p><i>Російські нічні удари повністю зруйнували Трипільську</i></p>

<p><i>plant outside Ukraine's capital Kyiv, Reuters reports citing the Interfax-Ukraine news agency who quoted a senior company official as saying. (The Guardian)</i></p>	<p><i>теплову електростанцію під Києвом, повідомляє Reuters з посиланням на агентство "Інтерфакс-Україна", яке цитує високопоставленого чиновника компанії.</i></p>
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<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>"I think the offensive this year will have breaking out of the Donbas as its first objective," adds Gen Barrons, "and their eye will be on Kharkiv which is 29km [18 miles] or so from the Russian border, a major prize." (BBC)</i></p>	<p><i>Я думаю, що наступальна операція цього року матиме своєю першою метою прорив з Донбасу, - додає генерал Барронс, - і їхня увага буде спрямована на Харків, який знаходиться за 29 км від російського кордону, що є головною ціллю".</i></p>

<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>Battles have raged for control of Bohdanivka - a village west of the devastated city of Bakhmut, he said. (BBC)</i></p>	<p><i>За його словами, точаться бої за контроль над Богданівкою - селом на захід від зруйнованого</i></p>

	<i>міста Бахмут.</i>
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English mass media text	Ukrainian translation
<i>What is sure is that the boat sank in the early hours of 14 April while being towed back to Sevastopol. (The Guardian)</i>	<i>Безсумнівним є те, що човен затонув рано вранці 14 квітня під час буксирування до Севастополя.</i>

English mass media text	Ukrainian translation
<i>As Russian forces were driven out of the Kyiv region at the end of March, Ukrainians claimed to have discovered evidence of atrocities – rapes, murders, massacres, looting, indiscriminate bombings and other war crimes – in Bucha, Irpin, Borodianka, Azovstal. (The Wire In)</i>	<i>Коли наприкінці березня російські війська були відкинуті з Київської області, українці стверджували, що виявили докази звірств - зґвалтувань, вбивств, масових вбивств, мародерства, нещадних бомбардувань та інших воєнних злочинів - у Бучі, Ірпені, Бородянці, Азовсталі.</i>

English mass media text	Ukrainian translation
<i>He attributed the softening to the failure of the</i>	<i>Він пояснив це послаблення тим, що</i>

<p><i>Russian 'blitzkrieg' to capture any big cities, leaving it with 'no chances whatsoever to move further into Ukraine territory' (The Wire In)</i></p>	<p><i>російський "бліцкриг" не привів до захоплення жодного великого міста, що не залишило йому "жодних шансів просунутися далі вглиб території України".</i></p>
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<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>Russia stepped up its bombardment of Kharkiv in December, around the time that problems with American military assistance began to make headlines. (The Economist)</i></p>	<p><i>Росія посилила обстріли Харкова в грудні, приблизно в той час, коли проблеми з американською військовою допомогою почали з'являтися на шпальтах газет.</i></p>

<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>The military is assisting locals who are building roadblocks, called "blockposts." (CBC)</i></p>	<p><i>Військові допомагають місцевим жителям, які встановлюють дорожні застави, які називаються "блокпости".</i></p>

<p>English mass media</p>	<p>Ukrainian</p>
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text	translation
<p><i>Last year the Russians knew exactly where Ukraine was likely to attack - from the direction of Zaporizhzhia south towards the Sea of Azov. (BBC)</i></p>	<p><i>Минулого року росіяни точно знали, де Україна може напасти - з боку Запоріжжя напівдень у напрямку Азовського моря.</i></p>

English mass media text	Ukrainian translation
<p><i>Ukraine has, controversially, expended enormous efforts, in both manpower and resources, in trying to hold on to first the town of Bakhmut, and then Avdiivka. (BBC)</i></p>	<p><i>Україна, незважаючи на суперечки, витратила величезні зусилля, як людські, так і ресурсні, намагаючись утримати спочатку місто Бахмут, а потім і Авдіївку.</i></p>

English mass media text	Ukrainian translation
<p><i>Most importantly, the airbase at Chornobaivka enabled Russian troops to steer clear of dangerous river crossings as they pushed to the west. (BBC)</i></p>	<p><i>Найважливіше те, що авіабаза в Чорнобаївці дозволила російським військам уникати небезпечних переправ через річки, коли вони просувалися на захід.</i></p>

English mass media text	Ukrainian translation
<p><i>It was a rocky outpost in the Black Sea; an ancient place known in Ukrainian as Ostriv Zmiinyi. English translation: Snake Island. (The Guardian)</i></p>	<p><i>Це був скелястий форпост у Чорному морі; стародавнє місце, відоме в Україні як Острів Зміїний.</i></p>

English mass media text	Ukrainian translation
<p><i>Ukraine's currency, the hryvnia, has fallen to a new low of 10 to the US dollar. (BBC)</i></p>	<p><i>Українська валюта, гривня, впала до нового мінімуму в 10 гривень за долар США.</i></p>

English mass media text	Ukrainian translation
<p><i>The unarmed soldier's last words were "Slava Ukraini" – a Ukrainian national salute that means "Glory to Ukraine" – before he was shot multiple times and collapsed to his death. (Yahoo News)</i></p>	<p><i>Останніми словами беззбройного солдата було "Слава Україні" - перед тим, як він отримав кілька пострілів і впав на землю.</i></p>

English mass media text	Ukrainian translation
<p><i>Borscht is one of the</i></p>	<p><i>Борщ - одна з</i></p>

<p><i>most well-known Ukrainian meals – a traditional, hearty soup with multiple layers of ingredients held together by a savory beet broth.</i></p> <p>(CARE)</p>	<p><i>найвідоміших українських страв - традиційний, наваристий суп з декількома шарами інгредієнтів, які заправляються пікантним буряковим відваром.</i></p>
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<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>It's called holubtsi, a traditional Ukrainian stuffed cabbage dish.</i></p> <p>(Spectrumlocalnews)</p>	<p><i>Це - голубці, традиційна українська страва із фаршированої капусти.</i></p>

<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>For example, the SBU recently detained a Russian Federal Security Service (FSB) agent in Dnipro, who was taking photos and videos of the local thermal power plant (TPP) and preparing enemy missile strikes, a former policeman in Zaporizhzhia who was monitoring military equipment facilities, as well</i></p>	<p><i>Наприклад, нещодавно СБУ затримала у Дніпрі агента ФСБ РФ, який вів фото- та відеозйомку місцевої теплоелектростанції (ТЕС) та готував ракетні удари противника, у Запоріжжі - колишнього міліціонера,</i></p>

<p><i>as several employees of [Ukrainian state-owned railway] Ukrzaliznytsia who provided information to the enemy about the logistics of moving weapons and equipment damage,” read the press release.</i></p> <p>(Kyivpost)</p>	<p><i>який стежив за об'єктами військової техніки, а також кількох співробітників Укрзалізниці, які надавали ворогу інформацію про логістику переміщення зброї та пошкодження техніки”, - йдеться у прес-релізі.</i></p>
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English mass media text	Ukrainian translation
<p><i>The discussions concentrated on establishing ‘humanitarian corridors’ for Ukrainian refugees. (The Wire In)</i></p>	<p><i>Дискусії були зосереджені на створенні "гуманітарних коридорів" для українських біженців.</i></p>

English mass media text	Ukrainian translation
<p><i>«Make Molotov cocktails, acid, whatever it takes.» (The Economist)</i></p>	<p><i>"Робіть коктейлі Молотова, кислоти, що завгодно".</i></p>

English mass media text	Ukrainian translation
<p><i>Viktor Sheremeta, a former deputy minister of</i></p>	<p><i>Віктор Шеремета, колишній</i></p>

<p><i>agriculture, now with the Association of Farmers and Private Landowners of Ukraine, reckons that roughly a tenth of his 10,000 members have done it. (The Economist)</i></p>	<p><i>заступник міністра сільського господарства, який зараз працює в Асоціації фермерів та приватних землевласників України, вважає, що це зробила приблизно лише десята частина з 10 000 членів асоціації.</i></p>
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<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>At the start of the war, when Ukraine lost access to its deep-water ports in the Black Sea, the temporarily exempted Ukrainian lorry drivers from a permit system that restricts movement in and out of the bloc. (The Economist)</i></p>	<p><i>На початку війни, коли Україна втратила доступ до своїх глибоководних портів у Чорному морі, вона тимчасово звільнила українських водіїв вантажівок від системи дозволів, яка обмежує рух на в'їзді та виїзді з блоку.</i></p>

<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>Multiple follow-ups existed in years prior, including "Glory to all</i></p>	<p><i>У попередні роки існували численні продовження цього</i></p>

<p><i>around the world!" by progressive, left-wing student groups in Kharkiv at the turn of the 19th century, as well as "Glory to the Hetmanate," "Glory to the Cossack Army," and "Death to the enemies of Ukraine" during the Ukrainian War of Independence from 1917 to 1921. (Yahoo News)</i></p>	<p><i>гасла, зокрема "Слава всьому світові!" прогресивних лівих студентських груп у Харкові на рубежі 19-го століття, а також "Слава Гетьманщині", "Слава Козацькій Армії" та "Смерть ворогам України" під час Української війни за незалежність 1917-1921 років.</i></p>
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<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>Ukraine would honor the more than 100 civilians, known today as the Heavenly Hundred, killed by the Berkut special police force during the revolution. (Yahoo News)</i></p>	<p><i>Україна вшанує пам'ять понад 100 цивільних осіб, відомих сьогодні як Небесна Сотня, вбитих спецпідрозділом міліції "Беркут" під час Революції Гідності.</i></p>

<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>That is true, with the battlefield in these places being dubbed "the meat grinder". (BBC)</i></p>	<p><i>Це правда, і поле бою в цих місцях охрестили "м'ясорубкою".</i></p>

English mass media text	Ukrainian translation
<p><i>Elsewhere, the Security Service of Ukraine (SBU) said it has foiled an assassination attempt on the governor of the Kherson region, Oleksandr Prokudin.</i> (BBC)</p>	<p><i>У той же час ,Служба безпеки України (СБУ) заявила, що запобігла замаху на губернатора Херсонської області Олександра Прокудіна.</i></p>

English mass media text	Ukrainian translation
<p><i>Russian propagandists referred to the Ukrainian soldiers, who held the airfield, as "cyborgs" – a reference to their invincibility and courage.</i> (Kyivpost)</p>	<p><i>Російські пропагандисти назвали українських солдатів, які утримували аеродром, "кіборгами" - натякаючи на їхню незламність і мужність.</i></p>

English mass media text	Ukrainian translation
<p><i>The Armed Forces of Ukraine (AFU) experienced its first combat losses in June 2014. Two soldiers of the AFU were killed due to the shelling on June 10.</i></p>	<p><i>Збройні сили України (ЗСУ) зазнали перших бойових втрат у червні 2014 року. Двоє військовослужбовців ЗСУ загинули внаслідок</i></p>

(Kyivpost)	<i>обстрілу 10 червня.</i>
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English mass media text	Ukrainian translation
<p><i>In Sep. 2014, despite the "Minsk agreements," fierce fighting began at the airport, resulting in huge losses on both sides.</i></p> <p>(Kyivpost)</p>	<p><i>У вересні 2014 року, незважаючи на "Мінські домовленості", в аеропорту почалися запеклі бої, що призвели до величезних втрат з обох сторін.</i></p>

English mass media text	Ukrainian translation
<p><i>An aide brings a "Russian warship" T-shirt for Johnson.</i></p> <p>(The Guardian)</p>	<p><i>Помічник приносить Джонсону футболку з написом "Російський військовий корабель".</i></p>

English mass media text	Ukrainian translation
<p><i>The Kremlin said it was abandoning Snake Island as a "goodwill gesture".</i></p> <p>(The Guardian)</p>	<p><i>Кремль заявив, що залишає острів Зміїний як "жест доброї волі".</i></p>

English mass media text	Ukrainian translation

<p><i>He subsequently ordered the deployment of additional troops into both pseudo-states to reinforce the troops that were already there. (Yale Macmillan Center)</i></p>	<p><i>Згодом він наказав ввести додаткові сили в обидві псевдодержави, щоб посилити війська, які вже там перебували.</i></p>
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<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>Russia demanded Ukrainian recognition of its annexation of Crimea in 2014, permanent Ukrainian neutrality, and autonomy for the ethnic Russian provinces or oblasts in eastern and south-eastern Ukraine. (The Wire In)</i></p>	<p><i>Росія вимагала від України визнання анексії Криму в 2014 році, постійного нейтралітету України та автономії для етнічних російських провінцій або областей на сході та південному сході України.</i></p>

<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>But Tony Salvo of Bomb Techs Without Borders, a charity based in Kyiv, sees one encouraging sign. Because of the mounting casualties, Ukrainian police have recognised the dangers of</i></p>	<p><i>Але Тоні Салво з благодійної організації "Бомботехніка без кордонів", що розташована в Києві, бачить один обнадійливий знак. Через зростаючі</i></p>

<i>dark demining. (The Economist)</i>	<i>жертви українська поліція визнала небезпеку прихованого розмінування.</i>
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English mass media text	Ukrainian translation
<i>The Molotov cocktail or petrol bomb is a weapon. (BBC)</i>	<i>Коктейль Молотова або вибухівка, яка виготовляється з пляшок з бензином - це зброя.</i>

English mass media text	Ukrainian translation
<i>The invested money made it possible not only to obtain the 'products' to reduce the offensive potential of the occupying troops, but also contributed to the development and evolution of the UAVs themselves — so over time, from a 600 km aircraft, we came to the Bober ['Beaver'] — a more advanced model, with greater, up to 800 km range and combat payload.</i>	<i>Вкладені кошти дозволили не лише отримати "продукцію" для зменшення наступального потенціалу окупаційних військ, але й сприяли розвитку та еволюції самих БПЛА - так з часом від літального апарату з дальністю польоту 600 км ми перейшли на Bober - більш досконалу модель, з більшою, до 800 км,</i>

<i>(Euromaidanpress)</i>	дальністю польоту та бойовим навантаженням.
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English mass media text	Ukrainian translation
<p><i>Mayor of Kyiv Vitali Klitschko speaks to servicemen of Ukraine's National Guard 3rd Svoboda (Liberty) battalion, Rubezh (Frontier) brigade during a rotation in the Kyiv oblast in Ukraine on Thursday, April 11, 2024. (The Guardian)</i></p>	<p><i>Мер Києва Віталій Кличко виступає перед військовослужбовцями 3-го батальйону Національної гвардії України "Свобода" бригади "Рубіж" під час ротації в Київській області у четвер, 11 квітня 2024 року.</i></p>

English mass media text	Ukrainian translation
<p><i>The Cossack Hetmanate, or Cossack state, existed from the mid-17th century until it was destroyed by Russia during Catherine II's rule in the late 18th century. (Yahoo News)</i></p>	<p><i>Гетьманат Війська Запорозького, або Козацька держава, існував з середини 17 століття, поки не був знищений Росією під час правління Катерини II наприкінці 18 століття.</i></p>

English mass media	Ukrainian
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text	translation
<p><i>Tim Karpinsky, head of the Ukrainian Cyber Alliance, a “hactivist community”, says that many Ukrainians and Russians, including vast criminal networks, once worked together in it and cyber.</i> (The Economist)</p>	<p><i>Тім Карпінський, голова Українського кіберальянсу, “хактивістської спільноти”, каже, що багато українців і росіян, включаючи великі злочинні мережі, колись працювали разом у ній і в кіберпросторі.</i></p>

English mass media text	Ukrainian translation
<p><i>"I think the offensive this year will have breaking out of the Donbas as its first objective," adds Gen Barrons, "and their eye will be on Kharkiv which is 29km [18 miles] or so from the Russian border, a major prize." (BBC)</i></p>	<p><i>Я думаю, що наступальна операція цього року матиме своєю першою метою прорив з Донбасу, - додає генерал Барронс, - і їхня увага буде спрямована на Харків, який знаходиться за 29 км від російського кордону, що є головною ціллю".</i></p>

English mass media text	Ukrainian translation
<p><i>The mass use of</i></p>	<p><i>Масове</i></p>

<p><i>“drop-and-forget” guided bombs containing foreign components is driving Russian advances in Ukraine, with up to 500 now being fired a week, according to a Ukrainian government analysis. (The Guardian)</i></p>	<p><i>використання бомб з самонаведенням, що містять іноземні компоненти, сприяє просуванню російських військ в Україні: згідно з аналізом українського уряду, зараз їх випускається до 500 на тиждень.</i></p>
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English mass media text	Ukrainian translation
<p><i>Written by Pavlo Chubynskyi in 1862, the poem's opening line is “Ukraine has not yet perished, nor its freedom or glory.” (Yahoo News)</i></p>	<p><i>Початковий рядок вірша, написаного Павлом Чубинським у 1862 році, звучить так: “Ще не вмерла України ні воля, ні слава, ні воля”.</i></p>

English mass media text	Ukrainian translation
<p><i>A woman walks past anti-tank hedgehogs and concrete blocks at the Independence Square in central of Kyiv on 11 Apr 2024. (The Guardian)</i></p>	<p><i>Жінка проходить повз протитанкові їжаки та бетонні блоки на Майдані в центрі Києва 11 квітня 2024 року.</i></p>

English mass media text	Ukrainian translation
<p><i>The last Saturday in November this year marked Holodomor Memorial Day, the 90th anniversary of the Great Famine when Soviet leader Josef Stalin's autocratic regime ruthlessly starved 4 million Ukrainians to death.(Chicagotribune)</i></p>	<p><i>В останню суботу листопада цього року відзначався День пам'яті жертв Голодомору, 90-ті роковини Великого Голоду, коли автократичний режим радянського лідера Йосипа Сталіна безжально заморив голодом 4 мільйони українців.</i></p>

English mass media text	Ukrainian translation
<p><i>The Ukrainian nationalist leader was arrested by the Nazis after Germany occupied Ukraine. (Veridica)</i></p>	<p><i>Лідер українських націоналістів був заарештований нацистами після окупації України Німеччиною.</i></p>

English mass media text	Ukrainian translation
<p><i>Russian forces outnumber Ukrainian troops seven to ten times in eastern</i></p>	<p><i>Російські війська переважають українські в сім-десять</i></p>

<p><i>regions, Ukraine's Gen Yuriy Sodol told parliament on Thursday, Reuters reports. (The Guardian)</i></p>	<p><i>разів у східних регіонах, заявив у четвер у парламенті генерал-лейтенант Юрій Содоль, повідомляє Reuters.</i></p>
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<p>English mass media text</p>	<p>Ukrainian translation</p>
<p><i>Thank you, Olaf, for your leadership. It is a genuine gesture of support at a critical time," the Ukrainian president wrote in a message on X. (Euronews)</i></p>	<p><i>Дякую, Олафе, за ваше лідерство. Це справжній жест підтримки у критичний час" , - написав президент України у своєму повідомленні в X.</i></p>

РЕЗЮМЕ

Курсову роботу присвячено дослідженню специфіки відтворення українською мовою одиниць національно маркованої лексики у дискурсі ЗМІ. У ході роботи висвітлено теоретичні аспекти досліджень національно маркованої лексики, описано специфіку вживання такої лексики у дискурсі ЗМІ, існуючі способи перекладу такої лексики, та безпосередньо стратегії її перекладу у медіа дискурсі, проаналізовано матеріали англомовних журналів медіадискурсу (статті у ЗМІ) і здійснено перекладацький аналіз фактичного матеріалу дослідження (національно маркованих лексичних одиниць, усього 50 одиниць). Визначено найбільш ефективні способи відтворення українською мовою одиниць національно маркованої лексики у текстах мас медіа та перспективи подальших досліджень для розвитку та вживання перекладацьких методик такої лексики.

Ключові слова: національно марковані лексичні одиниці, реалії, без еквівалентна лексика, переклад, медійний дискурс, ЗМІ.