

MEANS OF TRANSLATING ENGLISH NEOLOGISMS INTO UKRAINIAN BASED ON MEDIA EXAMPLES

The article explores the process of introducing English neologisms into Ukrainian media and its impact on the development of the Ukrainian language. In particular, it examines the main methods of conveying these neologisms. The analysis shows that the choice of method depends on the context and the functional needs of the text.

Keywords: translation, neologisms, translation methods, transformations, mass media.

У статті досліджено процес впровадження англійськомовних неологізмів в українські засоби масової інформації та його вплив на розвиток української мови. Зокрема, розглядаються основні способи відтворення таких неологізмів. Аналіз показує, що вибір способу перекладу залежить від контексту та функціональної потреби тексту.

Ключові слова: переклад, неологізми, способи перекладу, трансформації, ЗМІ.

Modern life, saturated with innovations and technological advancements, gives rise not only to new phenomena but also to new words. As a key player in the global information space, the English language constantly introduces neologisms that quickly become popular worldwide. Among the scientists who studied neologisms, their influence on the media and their translation, Zakonchenko L.I., Kravchenko M.V., Lebedeva N.M., Lyashenko I.P., Popova A.N., Posylina K.S., Shved O. O. and others [1; 2; 3; 4; 5; 7].

The use of English-language neologisms in Ukrainian media is often driven by functional necessity. Words like “tweet,” “like,” and “spam” not only denote new phenomena but also save time and space. They provide a concentration of meaning in a single word, facilitating a more efficient perception of the text by the readers [2; 4]. However, it is important to consider the context and purpose of the text. In the case of news or scientific articles, where language accuracy is crucial, translators must search for equivalent terms or even create new words that more accurately convey the essence of the English neologism.

When translating English-language neologisms, it is essential to consider the features of the Ukrainian language and cultural differences. Preserving the semantic load and creating an understandable equivalent in the Ukrainian context is not always easy. Literal translation should be avoided, as it can lead to a loss of meaning or misinterpretation. Instead, translators need to approach the task creatively, using the existing vocabulary and creating new words that logically fit into the Ukrainian linguistic system [5].

The success of rendering English neologisms in Ukrainian media largely depends on balancing the preservation of the original meaning and the adaptation to the linguistic environment. The correct use of these words not only ensures accurate information transmission but also enriches the Ukrainian language with new expressions.

Besides technical accuracy, it is important to consider the cultural context when rendering English neologisms. Words with certain connotations or associations in the English-speaking world may acquire a different meaning in the Ukrainian context. Therefore, translators should avoid introducing words that may be misunderstood or cause a negative reaction. It is also worth remembering that the Ukrainian language constantly evolves, and sometimes new words borrowed from other languages are incorporated into everyday speech. It is important to ensure that this process respects the native linguistic heritage and cultural values [2].

Various lexical transformations, such as transcription, equivalence search, calquing, explication, borrowing, concretisation, and omission, are used to translate neologisms in newspapers and Internet discourse.

Let's examine each of these approaches.

1) **Transcription.** The method involves reproducing the sound form of a foreign word. Translators often use transcription to convey noun neologisms, as these words are nominative. Transcription allows for effectively translating such units (*"The Foodie camera app is the essential companion for the modern sociable foodie"* [9] – Додаток Фуді камера є незамінним супутником сучасного товариського гурмана).

2) **Transliteration.** This is the process of reproducing the letter composition of a foreign word in graphic form (*"Extreme couponers don't buy an item when they need it – they buy it when they can get it at the lowest price"* [8] – Екстремальні купонери не купують товар, коли він їм потрібен – вони купують його, коли можуть отримати за найнижчою ціною).

3) **Calquing.** In translation, calquing means replacing the components (morphemes or words) with corresponding lexical elements in the target language. Sometimes this process is accompanied by changing the order of the elements being calqued (*"This page is for the true Sneaker heads who wish to stay updated on the latest Sneaker releases and restocks from Nike"* [6] – Ця сторінка призначена для справжніх кросівкоголових, які хочуть бути в курсі останніх випусків та поповнення запасів кросівок від Nike).

4) **Lexical-semantic substitutions** in translation involve replacing the lexical units of the original text with analogous ones in the translation, whose meanings match the meanings of the original units but may require some logical transformations.

This approach can include several **types of substitutions**, which are described below.

● **Explication or descriptive translation.** In this case, a lexical unit in the original language is replaced with a phrase or description in the translation that explains or defines its meaning. This method allows for expressing the meaning

of any non-equivalent word in the original. However, its drawbacks are verbosity and cumbersomeness.

In the translation process, when no word or phrase fully corresponds to the original, the translator may choose between a descriptive translation, which may be expanded, or the introduction of a new word or expression in the native language. Recently, the number of borrowings, especially Anglo-Americanisms, has been increasing, sometimes making the text less understandable for the audience. In such cases, explication or descriptive translation is a more acceptable option (*“BAFTA-winning director Jonathan Gales was killed in suspected drink-drive smash aged 36”* [6] – *Режисер, лауреат премії BAFTA, Джонатан Гейлз загинув у ДТП, ймовірно, спричиненому п'яним водієм, у віці 36 років*).

- **Concretisation** in translation means replacing a word or phrase from the original language with a more specific term in the target language: *“Five academics and a drummer, dadbod has the moves, the moobs and the muffin tops to get the slippers”* [9] – *П'ятеро вчених і барабанищик, у «пивного животика» є рухи, груди і «м'які боки», щоб отримати капці*. In this case, “*dadbod*” generally refers to a man's body type, while the translation focuses on the man's belly.

- **Generalisation** in translation means replacing a unit with a more specific meaning in the original language with a broader meaning in the translation language (*“The Oprahization of America: Sympathetic Crime Talk and Leniency”* [8] – *Тенденція публічно ділитися своїми почуттями й каяттями в Америці: співчутливі розмови про злочини та поблажливість*).

- **Modulation** in translation means replacing a word or phrase from the original language with a unit from the target language whose meaning logically follows from the meaning of the original unit (*“Just google it. Or get a mouse potato to do it for you”* [9]. – *Просто погугліть. Або попросіть диванного користувача, щоб зробив це за вас*).

- **Borrowing** in translation reflects the complete introduction of the original term or lexeme into the Ukrainian language. This is especially applied to abbreviations whose translation through descriptive means can result in the loss of their stylistic nuance while translating them with Ukrainian abbreviations is impossible. Along with full borrowing, an explanation of the neologism in parentheses can also be introduced (*“Post-Brexit trade deals taking longer than promised. The UK government is on course to miss its target for signing deals, as exporter numbers fall”* [8] – *Торговельні угоди після Brexit тривають довше, ніж обіцяли. Уряд Сполученого Королівства має намір не досягти мети щодо підписання угод, оскільки кількість експортерів падає*).

- **Omission** is a method used when the neologism cannot be adequately translated and can be excluded from the text without losing the meaning of the statement (*“The latest function “Text to Speech” feature allows all the creators to use an artificial voice to read the text that they type on a video”* [6] – *Остання функція «Перетворення тексту в мовлення» дозволяє всім*

творцям використовувати штучний голос для читання тексту, який вони вводять у відео).

Thus, the application of various lexical transformations, such as transcription, transliteration, equivalence search, calquing, and others, depends on the context and nature of each neologism. Transcription is used to convey the sound form of a foreign word, which is especially effective for noun neologisms. Transliteration, on the other hand, reproduces the letter composition of words in graphic form. Calquing is used to replace the components of a foreign word with lexical elements in the translation language. Explication replaces a word with a phrase or description that explains its meaning. Concretisation and generalisation are used to replace a word or expression with a narrower or broader meaning in the translation. Modulation replaces a word with another whose meaning logically follows from the original word's meaning. Borrowing is used to fully introduce the original term or lexeme into the target language.

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