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PECULIARITIES OF TRANSLATION OF THE ENGLISH PHRASEOLOGICAL UNITS IN THE MEDIADISOURSE

The article deals with the consideration of the peculiarities of the translation of English phraseological units into Ukrainian on the basis of media discourse. It was found that phraseological combinations are stable, linguistic constructions, where one of the components has an independent meaning. The article deals with the concept of phraseology and phraseological units, the development of phraseological units in diachrony and synchrony, the classification of phraseological units and their features. It was determined that such means of translation as equivalent, analog, descriptive, anatomical, tracing, combined one are used. It is emphasized that phraseology is a fragment of the linguistic picture of the world, therefore phraseological units arise not so much to describe the world, but also to interpret it and express a subjective attitude towards it, therefore they are always addressed to the subject. It has been proven that an equivalent translation is a complete reproduction of a phraseological construction in the target language, it is the best way to transfer the content from English to Ukrainian. It is noted that analog translation is a stable word combination, such translation is very similar to equivalent translation. Here it is also necessary to use Ukrainian phraseology, which is similar in content to English one, but it will be based on a different image. It is emphasized that if there is no equivalent or analogue of the English phraseology in the target language, then it is necessary to turn to a descriptive translation, that is, to try to convey the meaning of the English phrase with the help of free phrases. It has been proven that the following requirements are put forward to a descriptive translation: 1) the translation must accurately convey the main meaning of the concept; 2) the translation should not be too detailed; 3) the syntactic structure of the phrase should not be complex. It is noted that when using this type of translation, it is necessary to ensure that the word combination accurately conveys the main features of the concept. In order to apply it correctly, it is necessary to master the subject area of the text well. It is indicated that the antonymic translation is the replacement, for example, of a positive word combination with its antonym, i.e. a positive meaning changes into a negative one and vice versa. At the same time, the content remains unchanged.

Key words: *equivalent translation, lexical transformations, grammatical transformations, context, descriptive translation, antonymic translation, analogical translation.*

Problem statement and relevance. Phraseology is a fragment of the linguistic picture of the world. Phraseological units arise not so much to describe the world, but also to interpret it and express a subjective attitude towards it, therefore they are always addressed to the subject. This is what distinguishes phraseological units from other nominative units.

Phraseological units are stable expressions that can be phrases or even whole sentences. They also describe a person's character, emotion, action, attitude to any topic, etc. Their use enriches speech, shows the depth of the language itself. It is important

to remember that phraseological units should be perceived as a whole, because the meaning may not coincide with the meaning of the words included in them [1, p. 5].

One of the important aspects of idioms is that (as we can see even from the previous example) the words used in the idiom do not appear at all in its translation. We will give several more vivid examples from various magazine articles, because this phenomenon is more often found in them. So, for example, in the magazine about food and recipes "FOOD&WINE" you can find such an expression as spill the beans.

Literally, it means to spill the beans, but we understand it as telling a secret. *“We’re here to spill the beans with a searing technique that makes it stupidly quick and easy for anyone to achieve a rich, buttery scallop with a crisp, delicious crust”* «Ми тут, щоб розкрити секрет техніки обсмажування, завдяки якій будь-кому надзвичайно швидко та легко досягти насиченого маслянистого гребінця з хрусткою, смачною скоринкою».

The phraseological composition of the language is a mirror in which the linguistic and cultural community identifies its national self-awareness, and that it is phraseological units that show native speakers a special vision of the world, situations [3, p. 45].

Phraseological units, reflecting the process of development of the people’s culture, transmit cultural stereotypes from generation to generation. Studying phraseology, some scientists put forward the following hypothesis: 1. The influence of national culture is noticeable in most phraseology, which should be identified. 2. Cultural information is stored in the internal form of a phraseological unit, which, being a figurative representation of the world, gives the phraseology a cultural and national flavor. 3. The main thing in revealing the cultural and national specificity is to reveal the cultural and national connotation [4, p. 8].

There are two groups of phraseological expressions: 1) communicative, expressing this or that judgment; 2) nominative – a combination of words, the verbal form of a concept that performs a nominative function in the language [2, p. 21].

Working with phraseological turns is considered difficult due to the fact that it is usually simply impossible to make a word-for-word translation. The ability to convey the direct meaning of an English phrase can cause the disappearance of its meaning, the atmosphere familiar to the native speaker. When translating, it is very important to get as close as possible to the original meaning. If there are no identical images in the language to accurately reproduce it, you need to look for approximate variant.

The purpose of the article. The purpose of the article is to analyze phraseological units of the English language in mass media as a problem of lexicology and translation.

The presentation of the main material. In order to achieve the most adequate translation, the translator must use a variety of translation methods. It was proposed the following classification that deals with the following types of translation of phraseological units: 1) equivalent; 2) analog; 3) descriptive; 4) antonymic; 5) tracing; and 6) combined.

An equivalent translation is a complete reproduction of a phraseological turn in the target language. This is the best way to transfer content from English to Ukrainian. Such phraseological units are called: “those that fully correspond to the content of some English phraseological unit and which are based on the same image” [5, p. 57], that is, those that can be called full equivalents, or counterparts. They are identical in structure, lexical composition, stylistic characteristics and meaning and imagery [5, p. 81]. Example: *“on cloud nine”* – «на сьомому небі», *“be like talking to rick wall”* – «розмовляти наче із стіною/глухим», *“neither fish nor fowl”* – «ні риба, ні м’ясо/ні се, ні те».

Analogous translation is a stable word combination, such translation is very similar to equivalent. Here it is also necessary to use Ukrainian phraseology, which is similar in content to English, but it will be based on a different image. For example: *“the writing is on the wall”* – «на лобі написано».

If there is no equivalent or analogue of the English phraseology in the native language, then it is necessary to turn to a descriptive translation, that is, try to convey the meaning of the English phrase with the help of free phrases. Example: *“sit on the fence”* – «бути стороннім спостерігачем», *“greased lightning”* – «дуже міцний напій/гримуча суміш».

The following requirements are put forward to a descriptive translation: 1) the translation must accurately convey the main meaning of the concept; 2) the translation should not be too detailed; 3) the syntactic structure of the phrase should not be complex. When applying this type of translation, it is necessary to ensure that the word combination accurately conveys the main features of the concept. In order to apply it correctly, it is necessary to master the subject area of the text well [7, p. 58].

Antonymic translation is the replacement of, for example, a positive phrase with its antonym, i.e., a positive meaning changes to a negative one and vice versa. At the same time, the content remains unchanged [6, p. 188]. Example: *“to keep one’s head”* – «не втрачати голови», *“old hat”* (not before noun) – «щось добре знайоме».

Antonymic translation exists in three variants: 1) negation (a word or word combination is replaced in the translation by a word with a prefix or participle not. For example: forget – not to remember; 2) positivization (that is, an antonym of a positive meaning). For example: unbroken – whole; 3) cancellation of negative semantic components. For example: not unauthorized – allowed [8, p. 194].

Translation using tracing is used when there is no equivalent or analogue in the native language, so it

forces the translator to make the phraseology verbatim. Such a translation is not phraseological, since it is not reproduced with ready-made translations. In this way, new figurative turns are created, but which are understandable for the reader. Example: “*to die like dog*” – «*вмерти як собака*», «*little pitchers have long ears*» – «*у малих дітей великі вуха*».

Combined translation is used when the analogue in the native language (Ukrainian) does not convey the exact meaning of the English phraseology. This usually happens when the expression contains proper names that are understandable only to Englishmen, and this requires a detailed explanation from the translator. Example: “*patient as Job*” – «*терплячий як Іов*» (*володіє ангельським терпінням*); “*Johny on the spot*” – «*паличка-виручалочка*» (*людина, на яку можна покластися*); “*to carry coals to Newcastle*” – «*возити вугілля в Ньюкасл*» (*возити що небудь туди, де цього і так достатньо*).

We also analyzed selected phraseological units according to the parts of speech to which the main word belongs (noun, verb, adjective, adverb, etc.); their connotative characteristics (negative, positive, neutral); by size (taking into account the number of words); phraseological units with auxiliary parts of speech (articles, prepositions, conjunctions, exclamations); types of sentences; the possibility or impossibility of their variability; their meaning (person, action, quality, etc.), and obtained the following results [9, p. 112].

Phraseological fusions accounted for the largest number – 50%. These are expressions whose meaning cannot be summed up from the sum of the meanings of their words. Here are some examples:

He is under the weather. – *Він погано себе почуває.*

As we can see, such a phraseology describes the state of a person, but has nothing to do with the weather. We will analyze the functioning of this phraseology in the text with the following example: “*David looked a bit under the weather*”.

“*like bull in China shop*” – незграбний, як ведмідь.

It is impossible to imagine a similar situation in real life, when a bull gets into a shop. Such an expression gives a description to a person who has such a trait as clumsiness. In the text, this phraseology functions in the following way: “He was not going to make an exhibition of himself like a bull in a china shop”.

The second type of phraseological units are phraseological unities. Such units can be used both literally and figuratively. According to the results of our

research, such phraseological units accounted for 46%. Let’s analyze several examples.

He just set on the fence! – *Він просто зберігає нейтралітет!*

You can easily imagine a person sitting on a fence, which is the direct meaning of the conjunction. The figurative meaning of this expression is that the one sitting on the fence can observe from the outside what is happening around, that is, be an observer. A text fragment can illustrate this phraseology: “...*they were ignoring her King’s English just sitting on the fence...*”.

The third type of phraseological units are phraseological combinations. Such combinations have a transparent meaning, but they cannot change their form, since it is permanent, for example: gales of applause – вибухи аплодисментів. For example, in this fragment of the text: “I’m just fanning the breeze, hoping to make a rainmaker one day, showered with praise and money to the gales of applause”.

Mass media is a type of media that is focused on the simultaneous transmission of information to large groups of people. This interpretation is confirmed by the origin of this word. Mass media comes from the English mass media, which means press for the general public. It includes the means of transmitting, storing and reproducing information. Mass media include: press (newspapers, magazines, books), radio, television, Internet, cinematography, sound and video recordings, video text, billboards or panels, multimedia centers. All these means have common qualities – appeal to a mass audience. Language is a tool for the mass media, it is a living phenomenon, because it changes every day, acquiring new words and their meanings. Thus, phraseological units, being an integral part of it, are also updated and become a mirror of modern life [10, p. 156].

There are expressions in the language that over time become an integral part of it. We often meet such idioms both in mass media and use them in our speech. Let’s look at several examples of such phraseological units from common mass media sources. Phraseological unit “*election fever*” – «*передвиборчі перегони*» can be met very often in magazines, writing on political topics. For example: “*Election fever has already gripped various political parties...*” – «*Передвиборчі перегони вже охопили різні політичні партії...*».

Also known is the expression “white collar”, which translates as “білий комір”, which means an office worker, was used in the title of the American TV series “White Collar”.

Phraseological unity “*to add insult to injury*” – «*підливати масло у вогонь*». «*To add insult to injury,*

many news outlets are blaming minority communities for having higher rates of chronic disease which makes them more susceptible to COVID-19». – «Підливаючи масло в вогонь, багато новинних агентств звинувачують спільноти меншин у вищому рівні хронічних захворювань, що робить їх більш сприйнятливими до COVID-19»;

“toe the line” – «додержуватися правил». For example: “Coronavirus: Most try to toe the line, but crowds still seen in supermarkets, at parks and beaches in Singapore”. – «Коронавірус: більшість намагається дотримуватись правил, але все ще можна побачити натовпи в супермаркетах, парках і на пляжах Сінгапуру».

Another example of phraseological units is *“smoke and mirrors” – «пил у очі», тобто діяти так, щоб люди повірили, що щось є правдою. For example: “Prince Harry’s role at California-based mental health company BetterUp may be little more than marketing “smoke and mirrors”, disgruntled employees claim”. – «Роль принца Гаррі в каліфорнійській компанії з психічного здоров’я BetterUp може бути трохи більше, ніж маркетинговий «пил в очі», стверджують незадоволені співробітники»*

As we can see, the mass media is saturated with phraseological expressions, so society encounters them everywhere. Knowing such expressions, we will not only be experienced people, able to use them to enrich our speech, but also, as we have seen, to understand the information that the mass media spreads through books, movies, magazines, newspapers, etc.

Every day, a large amount of information from social networks, magazines, news, books, etc. passes through each person. To draw attention to any news, the mass media use various stylistic techniques. Stylistic devices include: metaphor, hyperbole, simile, anaphora, antithesis, ellipsis, default, epithet, metonymy, synecdoche, rhetorical question or address, inversion, etc.

A metaphor is an artistic device that consists in the figurative use of a word or expression based on analogy, similarity or comparison, as well as a word or expression used in this way. That is, with the help of a metaphor, we can reveal the essence of a phenomenon with the help of something similar to it. Let’s consider several examples of their use [11, p. 54].

After reading the title of the article using the idiom *“take the bull by the horns”*, there is an immediate desire to read it and find out what it will be about. This way of using phraseology was used by the magazine *“DAWN”*: *“Story Time: Take the bull by the horns”* .

Let’s give one more example. Phraseological unit was used in *“The New Yorker”* magazine: *“the bolt from the blue”* means that something happens unexpectedly, because when the sky is clear you don’t expect that thunder. *“A Bolt from the Blue. Where do sudden intense passions come from? – Thunder in the middle of a clear sky. Where do strong passions suddenly come from?.*

Also, a technique very similar to a metaphor is a comparison. The difference lies in the structure. In comparison, we should use the comparative conjunctions *like* or *as*.

Another example: *“like a ton of bricks” – «дуже тяжко, сильно». «“The guy shared his personal story, and it hit me like a ton of bricks”, admitted Harris, who added that he knew he would have to get involved”. – «“Хлопець поділився своєю особистою історією, і це мене дуже сильно вразило”, – зізнався Гарріс, додавши, що знав, що йому доведеться втрутитися».*

Example: *“fit like a glove” – «бути ідеальним, комфортним».*

Often this idiom can be found in comments about clothes, but we managed to find it in a different context. *“Training”* magazine used this phraseology in relation to people: *“Similarly, when searching for the right talent for your organization, you must know the “size” or full talent capabilities required. As you size up the people in the marketplace, both you and they instantly will know whether they fit like a glove for your company or not”. – «Аналогічно, при пошуку відповідних талантів для вашої організації ви повинні знати «розмір» або повні можливості необхідного таланту. Коли ви оціните людей на ринку, і ви, і вони відразу ж зрозумієте, чи підходять вони вашій компанії чи ні».*

Due to this example, we can see that this expression can be used in different topics, whether it is about clothes or about people.

The next technique used in the mass media is hyperbole. Hyperbole is a stylistic device of deliberate exaggeration in order to increase expressiveness. Due to the fact that we increase expressiveness, we manage to attract the reader’s attention with this tool.

The phraseology *“to have/get butterflies in one’s stomach”* is very expressive. It is used to describe your feelings when you are in love or afraid of something. This is the state when you catch your breath and everything inside seems to rise up, as if you were in an air pit. This expression can be read in *“Elite Singles”*: *“Butterflies in your stomach can be one of the best feelings in the world, but, if it escalates, the excitement can turn on you and become a nervous jumble”. –*

*«Метелики в животі можуть бути одним з кра-
щих почуттів у світі, але якщо воно посилюється,
хвилювання може обернутися проти вас і перет-
воритися на нервову плутанину».*

In the mass media, you can even find phraseo-
logical units that have been shortened over time. For
example, the phraseological unit “to wear one’s heart
upon one’s sleeve for days to peck at”, which was
used in “Othello” by Shakespeare, we found in the
abbreviated version “to wear one’s heart upon one’s
sleeve” in the magazine “Phoenix”. This expression
means “making your feelings and emotions obvi-
ous, not hiding them.” These words were presented
on the T-shirt as a slogan. In the title, they decided
to use it as well: “*Wear your heart on your sleeve
with August’s sassy slogan tees*”. – «*Діліться своїми
емоціями з зухвалими футболками з гаслами від
August’s*”.

Let’s give another example “face to face”. Today,
its abbreviated form “F2F” can be seen on the Inter-
net. This abbreviation was used in the advertisement
of the marketing course: “Integrating Social Media
with F2F Customer Service”. – “Integration of social
networks with face-to-face customer service”.

During the research work, we saw that the greatest
number of stylistic techniques in phraseological units
is occupied by metaphors, and even more by com-
parison. We use them very often in our speech and
may not even notice it. It should be noted that anyone
can create such expressions, only the imagination of
a person plays a role here. An equal amount is hyper-
bole, which helps mass media and ordinary dialogue
to draw attention to your message. Also, as we have
seen, time passes and phraseological units tend to be
modernized and used in a more modern form.

When translating phrases, one must constantly
monitor the adequacy of the translated informa-
tion, since they have a figurative meaning, and are
perceived in a reinterpreted way because the aes-
thetic aspect of the language is enhanced. In order to
achieve the adequacy of the translation, the main task
of each translator is the ability to use various types
of transformation for the most accurate and complete
transfer of information in the target language. It is
here that the professionalism of a person manifests
itself, because among a large number of transforma-
tions, one must choose the one, in one’s opinion, that
can most accurately convey the meaning of the phrase
being translated, because an incorrect translation can
completely change the message or be completely
incomprehensible to the reader.

It is clear that the best way to translate the original
phraseology is to transfer it using an equivalent unit,

if such a unit exists in the target language. The use
of such a unit ensures not only the full reproduction
of the content, but also the transfer of imagery and
expressiveness of the original phraseological unit.
Complete phraseological equivalents are identical in
structure, lexical composition, stylistic characteristics,
meaning and imagery.

When there is no equivalent in the translation
language, no analogue of the original phraseological
unit, tracing can be used, which is a method of its literal
transmission. Note that this method of translating
phraseological units can be used only if the result is
an expression that is easily perceived and adequately
understood by the addressee. A literal translation is
not a phraseological translation, because it does not
use ready-made phraseological units that exist in the
language of translation. The result of literal translation
is creation a new expression understandable to the
recipient of the translation.

Conclusions. Thus, the difficulty of translating
English phraseological units into the Ukrainian
language is caused not only by the differences in the
structure of the English and Ukrainian languages and
their units, but also by the complexity of the semantic
structure, the figurative nature, and the national-
cultural specificity of the meaning of individual
phraseological units. The optimal translation solution
in the case of transferring an English- language
phraseological unit is the search for an equivalent
Ukrainian – language phraseological unit (full or
partial equivalent, which can be a partial lexical or
partial grammatical analogue). In the absence of such
a unit, the translator uses tracing and descriptive
translation. To achieve the maximum adequacy of the
translation of phraseological units, it is necessary to
use and combine various ways and techniques of their
translation, as well as translation transformations.

The translation of phraseological units is a
traditionally relevant topic for the translation
community, since it is the transfer of foreign
phraseological units that causes a number of difficulties.
Due to its semantic richness, imagery, brevity and
vividness, phraseology plays a very important role
in language. Phraseologisms are especially widely
used in oral speech, in artistic and political literature.
The choice of one or another type of translation
depends on the peculiarities of phraseological units,
which the translator must recognize and be able to
convey their meaning, brightness and expressiveness.
The main ways of translating phraseological units
are phraseological equivalent, phraseological
analogue, tracing, descriptive translation, contextual
substitution. The phraseological equivalent, that

is, the transfer of a phraseology by a phraseology, is the best way. It is possible when the English and Ukrainian languages have borrowed phraseological turns from other languages.

Phraseological units also include catchphrases and references that are widely used in various types of speech and speech styles. Among them are various quotations – of a literary nature, Biblicalisms, statements of historical figures, etc. When transmitting them, the translator must be guided by the tradition that exists in the Ukrainian language, regardless of the dictionary meaning of the words that make up the expression. There is often a difference between the Ukrainian and English languages. The same word, which is part of different expressions in the English language, may require translation with different words in connection with the tradition established in the Ukrainian language.

The transfer of phraseological units during translation is a very difficult task. The choice of one or another type of translation depends on the peculiarities of phraseological units, which the translator must recognize and be able to convey their meaning, brightness and expressiveness. Since phraseological units are widely used in literature of all styles, a competent translator should not allow inaccuracies in the translation of one or another phraseology. Without knowledge of phraseology, it is impossible to appreciate the brightness and expressiveness of speech, to understand a joke, a play on words, and sometimes simply the meaning of the entire statement.

Prospects for further research can be seen in a detailed analysis of translation transformations that can be used to translate English phraseological units using the means of the Ukrainian language.

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Забрудська Л. М., Коваленко І. М., Михайлова А. С. ОСОБЛИВОСТІ ПЕРЕКЛАДУ АНГЛІЙСЬКИХ ФРАЗЕОЛОГІЗМІВ У МЕДІАДИСКУРСІ

Статтю присвячено дослідженню особливостей перекладу англійських фразеологізмів українською мовою на матеріалі медіадискурсу. З'ясовано, що фразеологічними сполученнями є стійкі, мовні звороти, де один з компонентів має самостійне значення. У статті розглянуто питання щодо поняття фразеології і фразеологічних одиниць, розвиток фразеологічних одиниць у діячій та синхронії, класифікації фразеологічних одиниць та їхні ознаки. Визначено, що використовуються такі засоби перекладу, як еквівалентний, аналоговий, описовий, анатомічний, калькування, комбінований. Підкреслено, що фразеологія є фрагментом мовної картини світу, тому фразеологічні одиниці виникають не стільки для того, щоб описувати світ, але й щоб його інтерпретувати, і висловлювати до нього суб'єктивне ставлення, тому вони завжди звернені на суб'єкт. Доведено, що еквівалентний переклад – це повне відтворення фразеологічного звороту у мові перекладу, це є найкращим способом передати зміст з англійської мови на українську. Зазначено, що аналоговий переклад – це стійке словосполучення, такий переклад є дуже схожим на еквівалентний. Тут також треба використовувати український фразеологізм, який є аналогічним за змістом англійському, але,

він буде базуватися на іншому образі. Підкреслено, що якщо в мові перекладу немає еквіваленту чи аналога англійському фразеологізму, то треба звернутися до описового перекладу, тобто спробувати передати зміст англійського звороту за допомогою вільних словосполучень. Доведено, що до описового перекладу висуваються такі вимоги: 1) переклад повинен точно передавати основний зміст поняття; 2) переклад не повинний бути занадто докладним; 3) синтаксична структура словосполучення має бути не складною. Зазначено, що застосовуючи такий вид перекладу, потрібно стежити, щоб словосполучення точно передавало основні ознаки поняття. Для того, щоб правильно його застосувати, треба добре опанувати предметну сферу тексту. Вказано, що антонімічний переклад – це заміна, наприклад, позитивного словосполучення на його антонім, тобто позитивне значення переходить у негативне і навпаки. При цьому зміст залишається незмінним.

Ключові слова: еквівалентний переклад, лексичні трансформації, граматичні трансформації, контекст, описовий переклад, антонімічний переклад, аналоговий переклад.