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IDIOMS IN BUSINESS COMMUNICATION AND THEIR TRANSLATION FROM ENGLISH INTO UKRAINIAN

Introduction. Nowadays, many idioms are used in business discourse. Without knowing idiomatic expressions, one may find it difficult to follow a conversation of any kind, especially when it comes to making deals. For businesses of different sizes, cultural diversity can be a big factor for the company's productivity and performance especially if employees are not able to communicate properly with each other. According to L. Bukingham "idioms are widely recognized to be a stumbling block in the acquisition of a foreign language; it is often maintained that their 'arbitrary', language-specific nature makes them difficult for learners to understand and acquire, and resistant to translation" [3]. Thus, the issue under consideration is hot and relevant.

Review of recent publications. The question of the use of idioms in business communication was dealt with by such scientists and scholars as Akimoto M., Brinton L. [2], Bukingham L. [3], H. Kuzenko [4], C. Leah [5] and others.

The main **objective of the paper** is to analyze idiomatic expressions the are most frequently used in business communication and to suggest their faithful translation into Ukraiaian.

Result of the research. An inherent feature of idiomatic expressions is their metaphorical nature. For example, the phrase *in the driver's seat* literally translates as being in the driver's seat (*сидіти на місці водія/за кермом*). However, this is a idioms that has the meaning *of controlling the situation from the first person*. Another example is the idiom *no-brainer*. Literally, this phrase translates as *a man without brains*, but this indeed it means *something very simple, which does not even need to think about*.

The biggest challenge for translators is to identify the degree of transparency of the figurative meaning and render idiomatic expressions faithfully. According to

C. Leah [5], by the degree of the idiomacity that an idiom carries, idioms can be divided into:

1) transparent idioms that are not difficult to understand and translate as they are very close in meaning to that of the literal one; for example, in negotiations *sweeten the deal* means *add something to an offer during a negotiation* and can be translated into Ukrainian as *нідсолодити пілюлю*;

2) semi-transparent idioms that carry a metaphorical sense, the meaning of the components help a little in understanding the entire meaning, for instance, *break the ice* = *relieve the tension* (*зламати лід/кригу* = *зняти напругу*);

3) semi-opaque idioms that can be separated into two parts: one bearing the literal meaning, while the other holding the figurative sense, for example, *the big picture* = *the situation as a whole* (*повна картина*);

4) opaque idioms, which are the most difficult category of idioms as “the meaning of the idiom is never that of the sum of the literal meanings of its parts” [5]. E.g. *a long shot* = *a venture or guess that has only the slightest chance of succeeding or being accurate* (*великий ризик*).

To accurately recognize and understand the meaning of idioms, one need to know well not only the language but also the culture of the people in whose language the idioms is used. In order to reach faithful translation of idiomatic expressions, the methods suggested by H. Kuzenko [4] can be used:

- by choosing absolute/complete equivalents (*to take the bull by the horns* – *взяти бика за роги*);

- by choosing near equivalents (*to make a long story short* – *сказати коротко*);

- by choosing genuine idiomatic analogies (*bear a dead horse* – *товкти воду в ступі*);

- by choosing approximate analogies (*get on like a house on fire* – *швидко знайти спільну мову*);

- by describing idiomatic and set expressions (*yes man* – *людина, що з усіма згоджується, тільки підтакує (підтакувач)*)

Table 1 below provides more examples of business communication idioms, their literal and faithful translation into Ukrainian. Obvious is the fact that the literal and faithful translation hardly ever coincide.

Table 1
Examples of literal and faithful translation of idioms used in business communication

Source: created by the authors based on [1]

Idiom	Literal translation into Ukrainian	Faithful translation into Ukrainian
<i>be on the same page</i>	бути на одній сторінці	бути на одній хвилі
<i>see eye to eye</i>	бачити око до ока	досягти згоди
<i>give and take</i>	давати і брати	взаємні поступки

<i>go back-and-forth</i>	ходити назад і вперед	балансувати (в перемовинах)
<i>be in the same boat</i>	бути в такому/тому самому човні	1) бути в тому самому човні; 2) бути в однаковому становищі
<i>think outside the box</i>	думати поза коробкою	думати нестандартно
<i>word of mouth</i>	слово з рота	сарафанне радіо
<i>draw a line in the sand</i>	намалювати лінію на піску	підійти до межі; поставити ультиматум
<i>keep/stay in touch</i>	триматися/залишатися в зв'язку/контакті	залишатися на зв'язку; підтримувати контакт
<i>an offer one can't refuse</i>	пропозиція, від якої не можна відмовитись	пропозиція, від якої не можна відмовитись (= дуже приваблива пропозиція)
<i>get down to business</i>	приступити до бізнесу	перейти до справи; почати серйозно діяти

Conclusion. Summarizing the above, we can conclude that the issue of applying an appropriate translation method in rendering business communication idioms is crucial for business translators. It is expedient to avoid long descriptions in the target language. The study does not cover all idiomatic expressions used in business communication, and further research into proper translation techniques utilized in translating them into Ukrainian opens new perspectives, thus being of great value for both comparative linguistics and translation science.

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TRANSLATING ENGLISH ECONOMIC PREFIXAL TERMS INTO UKRAINIAN

Introduction. Due to the constant development of the modern Ukrainian language there have been appeared a lot of new economic terms. The problem of translating terms from English into Ukrainian remains one of the most topical one in translation studies. The challenge for term translation lies in the fact that term components in the source and the target language often do not coincide. Therefore, the study of the translation of economic English prefixal terms is becoming increasingly important.

Review of recent publications. The problems of rendering the meaning of terms in translation have been studied by scientists L. Chernovaty [2], V. Karaban [4], V. Koptilov, A. Nikolenko, O. Muraviova and others. However, due to the continuous influx of new terminological lexis, this issue calls for a further thorough research.

Objectives of the paper. The study aims at analyzing the ways of translating English economic terms, in particular prefixal terms.

Results of research. The linguistic material of the research comprised more than 100 English economic terms formed with prefixes. Economic words were selected from the Internet sources such as A Glossary of Macroeconomic Terms, A Glossary of Economics Terms, A Glossary of Microeconomic Terms, from recent issues of The Guardian. The process of attaching affixes to lexical unit bases is called morphological derivation. The basic types of derivation are: “prefixation”, “suffixation” and “mixed cases of prefixation and affixation” [1: 28]. The translation of terms in general, and prefixal terms in particular, should be oriented at the target language (TL), and comply with the norms of the TL, which in our case is Ukrainian.

According to James J. Hurford, “there are many words in English which look as if they begin with a familiar prefix, but in which it is not clear what meaning to attach either to the prefix or to the remainder of the word, in order to arrive at the meaning of the whole word” [3]. Thus, prefixes can sometimes create new words with the opposite meaning to the words they attached to.