

platform ABBYY Lingvo Live. After the word-term grammar marks are given (in particular, if it is a noun, the ending of the genitive case is given, indicating the gender). Each interpretation of the registry unit contains a reference to the source in which this term is stated. To ease the usage each title has an emphasis. Orthography complies with current spelling.

By the number of components, the terms can be single-word (simple) and verbose (complex). The dictionary reflects both types. For some words etymological information has been provided. Synonyms are given after the interpretation of the title word and are added to the general register of words.

Conclusion. Thus, the creation of a glossary of Construction Grammar terms is an important and expedient task in Ukrainian studies. In future of this dictionary can be used by students, teachers and all those who are not indifferent to this area of knowledge.

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A DATABASE: WAYS OF TRANSLATING THE NAMES OF FAIRY-TALE CHARACTERS AND OBJECTS

Introduction. Information technology is developing very fast nowadays, it penetrates into all spheres of the human activity. Linguistics in its various branches often has to work with data from different sources, each of which is associated with a particular type of activity [2]. To coordinate all of these data, you need some knowledge and organizational skills. Microsoft Access Corporation combines information from a range of sources in one relational database [3]. Created forms,

requests and reports in it allow you to update your data quickly and efficiently, get answers to questions, search for the right data, analyze data, print reports, charts and postal stickers [2].

Review of recent publications. The article by D. K. Ostrovskyi and H. V. Sytar “Methods of reproducing English proper names in Ukrainian and Russian (based on the novel by J. K. Rowling “Harry Potter and the Philosopher’s Stone”)” is considered. The article defines what methods of translation (according to the classification of V. I. Karaban) and in what amount was used during the translation of their own names in the novel by J. K. Rowling “Harry Potter and the Philosopher’s Stone” in Ukrainian and Russian. A table was created with a list of the original names from the novel in the original and their correspondences in Ukrainian and Russian translations. It was discovered what techniques are used for translating lexical units into corresponding proper names, the frequency of these techniques, implemented by the translators, is determined.

Objectives of the paper. The purpose is to find out what methods of translation and with what frequency were used during the translation of proper names and objects in the novel by English writer L. Carroll “Alice in Wonderland” into Ukrainian. The aim of this work is to apply in practice the knowledge gained during the study of the discipline “Database” and obtain practical skills in designing a database backed up by the description of the subject area.

Results of research. For this work, the classification of methods for translating the lexical units by R. K. Mihnard-Belarchev, V. G. Hak, A. V. Fedorov, L. K. Latysheva, Z. D. Lvovskaya, T. O. Kazakova, V. V. Vynohradov and V. I. Karaban are taken into consideration. The classification of V.I. Karaban is regarded as the most complete, therefore, it is chosen for the current study. The researcher outlines the following ways of translating:

- Getting a vocabulary match.
- Choice of a variant match (for multivalued words).
- Transcoding.
- Calculation (verbal translation).
- Contextual replacement.
- Semantic (content) development.
- Antonymic translation (formal negativity).
- Descriptive translation [6].

It is determined that translators did not use all of the above methods in the process of translation of proper names, since some of them are difficult to apply to the translation of these names. In particular, only transcoding, tracing, contextual replacement, the choice of a variant of the match and the selection of the vocabulary match were used.

Comparing the two translations, it is worth noting that the functioning of the proper names in the text has its own specifics, so the names and names are an integral part of the form of the artistic work, a complement of the style of the writer, one of the means that create an image. Authors with the same frequency use transcoding exactly to the names of characters. Yes, and it is a well-known fact that the name, surname

and name are usually transcribed, and then the nickname, on the contrary, the authors seek to translate or pass on to another way, based on its semantic content (by means of the contextual replacement). Halina Bushyna is more likely to use such a translation technique as a conventional replacement. This is due to the fact that its translation can be traced concentrated pronounced author's idea. But Valentin Kornienko, on the contrary, tried to convey the original text to the maximum, so we observe a frequent manifestation of such a method as a product of a vocabulary match.

In our opinion, the answer to the basic question, namely to transcribe or translate, depends on the name itself, on the trainee's associated with him and his referent, on the context and the general idea of the work. Proper names must be stylistically correct and accurate, they must conform to the spirit, ideas, goals of the works, they should carry characteristic flavor, sometimes also some special meaning [6].

In total, 198 units were analyzed, 99 of them are taken from the translation by Valentin Kornienko and 99 – from the translation by Galina Bushina. This paper has triggered the study of the translation plurality. This issue is far from being unanimous in tackling, the paper highlights the attempts to solve the problem of plurality in artistic translations comprehensively, various theories and hypotheses have been considered, there is still some room for the future prospects.

Within the current analysis it is specified that knowledge in intelligent systems is a specially organized data. This information is formalized using a mathematical apparatus for implementation in linguistic systems. In accordance with the type and nature of the involved mathematical apparatus, knowledge can be presented in different ways [2].

Two stages of database design have been worked out: the infological – the selection of information and its structuring, the modelling of the content of information, and the datological – the design of information in the presentation language, which is suitable for computer processing (transformation of information into data). When designing a linguistic database, the task of the first stage is to create a conceptual information model of the subject field, and the second stage – the external formalization of speech objects [1].

Conclusion. We came to the conclusion that linguistic databases are an effective way to streamline linguistic units. They are used to ensure the functioning of various automated systems related to text processing (machine translation) and speech (information, training systems of human speech analysis). Linguistic databases provide automation of the lexicographic activity of the mass and special purposes, i.e. the preparation of dictionaries of different types (educational, translated, explanatory, etc.).

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CRUCIAL POINTS OF ADS TRANSFERENCE AND THE AIMS OF A TRANSLATOR

Introduction. In the XXI century speech culture has changed and now it corresponds to requirements of the society and tries to meet them. The aim of a translator, who deals with translation of ads, is to define what the modern speech culture of his/her native language presents nowadays in the sphere of ads translation, what the literary norms of it are, what deliberate deviations with the aim of attracting customers are possible and should actively work on mastering them.