

the target language culture in order to understand how much translation should be adapted to it. As it has already been told Russian and English cultures are more similar with each other while the culture of Kazakh people is more distinct by its traditions, mentality, which is reflected on the language, and in the end by its world of view which comes from different religion. So, it has become clear that ads being translated from English into Kazakh language need more changes and adaptations than translation from English into Russian.

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TECHNIQUES OF RENDERING AVIATION TERMS AND TERMINOLOGICAL UNITS FROM ENGLISH INTO UKRAINIAN (BASED ON THE NOVEL «AIRPORT» BY ARTHUR HAILEY)

Introduction. The article deals with translation means of aviation lexical units. Selected from the novel «Airport» by Arthur Hailey, the English aviation terminological units and their Ukrainian equivalents are analyzed. The novel was translated from English into Ukrainian by Volodymyr Kuch in 2018. This version is included to the sources of corpus under study.

Review of recent publications. The theme under consideration is topical because of lack of findings in rendering the aviation lexical units into Ukrainian.

Moreover, the terminology of aviation, as one of the most developed parts of the lexical layer of industrialized countries (English-speaking in particular), attracts the attention of the increasing number of researchers (I. V. Asmukovich, A. H. Hudmanian, L. M. Denesiuk, G. G. Encheva, G. V. Mezhzherina, etc.). This is primarily due to the fact that language is a dynamic system; processes of the social, scientific and technological development are reflected in creating new terminological units [1: 234].

Y. V. Zhamanova underlines that during translation of professional terms it is not necessary to change their meaning in order to preserve emotional and expressive features. In addition, aviation terminology has undergone considerable changes over time, so one should be very careful in choosing the right equivalent [2: 57].

Objectives of the paper include terms and phrases of aviation in English and Ukrainian; the subject of the study involves the translation of the English aviation terms and phrases, as well as their equivalents in the Ukrainian version of the novel "Airport", originally written by A. Hailey.

The study is based on 120 lexical units of English and Ukrainian, selected from A. Hayley's novel "Airport" and their translation into Ukrainian.

Results of the research. Grammatical transformation turns out to be the most numerous translation method during the research, it implies some changes in the word order. For example: Eng. *turbulent stresstensor* – Ukr. *тензор турбулентних напруг*; Eng. *aircraft icing indicator* – Ukr. *індикатор обмерзання повітряного судна* [4].

The translation of English aviation scientific and technical terminology is also characterized by **compression**: Eng. *auxiliary landing gear* – Ukr. *допоміжне шасі*; Eng. *direct injection burner* – Ukr. *прямоточний пальник*; Eng. *dust collector* – Ukr. *пилловловлювач* [3].

A fairly common way of translating English polycomponent nominative units with affixed suffixes is **decompression**. For example: Eng. *test chamber* – Ukr. *замкнена робоча сила*; Eng. *radar controller* – Ukr. *диспетчер радіолокаційного контролю* [3].

Morphological transformations are regarded as the replacement of one part of speech with another or several parts of speech, for example: Eng. *arm stirrer* – Ukr. *крильчаста мішалка*; it is possible to observe there the substitution of the English noun *arm* into the Ukrainian adjective *крильчаста* [4].

The method of the translation of a multicomponent nominative lexical unit by means of a **conjunction+noun compound** is found in the following examples: Eng. *adjustable pitch propeller* – Ukr. *повітряний гвинт з переставними лопатями*; Eng. *aircraft radio engineer* – Ukr. *інженер з бортового радіообладнання* [3].

Translation of the technical terminology is also characterized by means of the reception of terminological communications reproduction by means of transcoding. Transcoding is a letter by letter or a morpheme by morpheme rendering of a source lexical unit by means of the target language alphabet. This translation way is

exceptional in the technical translation practice: Eng. *airport* – Ukr. *аеропорт*; Eng. *gate* – Ukr. *зейм*; Eng. *terminal* – Ukr. *термінал* [4].

The results of the research are highlighted in table 1:

Table 1

*Techniques of aviation terms translation
(based on the novel «Airport» by Arthur Hailey)*

Ways of translation	Number	Percentage
Grammatical transformation	37	31%
Compression	26	21,6%
Decompression	15	12,5%
Morphological transformations	7	5,8%
Translation by means of conjunction + noun compound	10	8,3%
Transcoding	12	10%
Descriptive translation	9	7,5%
Rendering terms with the Ukrainian equivalent	4	3,4%
Total	120	100%

Among the types of translation of terms there is a way of **rendering terms with the Ukrainian equivalent**: Eng. *gate-crasher* – Ukr. *безбілетник*, Eng. *airblower* – Ukr. *нагнітач* [3].

Descriptive translation is used when other ways of translation cannot be implemented. This technique is presented in the example: Eng. *flight management computer* – Ukr. *обчислювач системи оптимізації режимів польоту* [5].

Conclusion. A translator is often forced to refer to various translation transformations when translating terminology, aviation in particular. Volodymyr Kuch has demonstrated such techniques of translation as compression, decompression, morphological transformations, transcoding, descriptive translation, rendering with the equivalent. Grammatical transformation is the most numerous way of translation. This is stipulated by the fact that the translator works with completely different grammatical structures of the source and target languages, so he has to take them into account and interpret correctly in order to create an adequate translation of a text.

The prospects for further research include a more detailed analysis of the phenomenon of translation transformations, identification of factors that affect their use in the translation process in order to evaluate the purpose of a particular transformation properly that was used to achieve complete and adequate translation.

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ORGANIZATION AND CONDUCT OF THE PR-CAMPAIGNS IN POLITICS: LINGUISTIC TECHNOLOGIES

Introduction. The relevance of the research topic reveals in identifying effective ways of creating and conducting a PR-campaign with the help of political advertising and linguistic technologies. The topicality is also stipulated by the importance of political advertising in the modern social space. The paper investigates