

strategies give reason to consider these tools as the key in creating and conducting a political PR campaign.

Conclusion. Thus, the communicative strategies on the example of the speeches of certain presidential candidates were considered, the influence and effectiveness of the communicative strategy on the audience were identified for the realization of the PR-campaigns, image and language portrait enhancement. The analysis of the topical data has resulted in the conclusion that the use of manipulation by the means of visual images and attention manipulation, techniques of suggestion, video rhetoric, such as V-inversion and V-polytropy, are the most relevant in the video materials of the pre-election campaigns of the candidates. The videos for the campaigns of Yuliia Tymoshenko, Andrii Sadovyi, Petro Poroshenko reveal the active use of influence on the sensory sphere of the audience, but the greatest influence on this sphere is achieved in the advertising video with the PR campaign of Yuliia Tymoshenko.

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Viacheslav Chernenko

Vasyl' Stus Donetsk National University

Vinnitsia

Research Supervisor: Ya. V. Hryhoshkina, PhD in Philology, Ass. Prof.

Language Advisor: Ya. V. Hryhoshkina, PhD in Philology, Ass. Prof.

THE USE OF REPLACEMENTS AS TRANSFORMATION TECHNIQUE IN TRANSLATION OF NEIL GAIMAN'S NOVEL “NEVERWHERE”

Introduction. The literary translation is one of the most difficult types of translation today, or even the highest form of translation. Translating is a work of art, be it prose or poetry, the task of a translator is to convey the spirit of the work and at the same time keep the content and the style of writing.

Review of recent publications. The use of replacements as a means of transformations in translation has been scrutinized in the works of linguists: L.S. Barkhudarov [1: 120-126], V.N. Komissarov [2: 78-93], Y.I. Retsker [4: 25-26].

Objective of the paper includes translation techniques of literary works from English into Ukrainian. The subject of the study involves replacements as a technique of transformation in the translation of Neil Gaiman's novel "Neverwhere", one of the bestsellers within the decade.

The aim of the study is to analyze the use of replacements as a method of transformation in translating the novel "Neverwhere", to identify the main types of replacements and highlight the most common used types of replacements.

The topicality of the work is stipulated by the necessity to provide a comprehensive study of the translation transformations used to achieve translation adequacy of the source text. The quality depends on the task that a translator has aimed at and the level of his or her understanding the content of the original text.

Results of the research. Replacement is the most common type of translation transformation. There are usually replaced certain grammatical units – word forms, parts of speech, etc. [2: 172-186]. Replacement of word forms implies replacements for nouns, tenses for verbs etc. For instance, Eng. *Richard's offices were on the third floor...* [5: 1]. Ukr. *Офіс Річарда розташовувався на четвертому поверсі...* [3: 1]. The above mentioned examples illustrates that the plural noun 'offices' has been replaced by the singular noun 'office'.

This sentence replaces the English noun 'a gentleman' with the Ukrainian past participle *вихований* 'brought up':

Eng. *He's quite a gentleman* [5: 30].

Ukr. *Він досить добре вихований* [3: 30].

The translator has replaced the impersonal *one* with the possessive pronoun 'свою':

Eng. *Now would be a very bad time to discover that one was claustrophobic, wouldn't it?* [5: 66].

Ukr. *Зараз же геть недоречний час для того, щоб усвідомити свою клаустрофобію, чи не так?* [3: 65].

Replacing parts of the language. When translating, there are other types of substitution of parts of speech, and they are often accompanied by the replacement of members of the sentence, that is, restructuring the syntactic structure of a sentence. The simplest example of this kind of syntactic restructuring is the replacement of the English passive construction with the Ukrainian active one, in which the English subject is replaced in the Ukrainian sentence by the object at the beginning of the sentence; the English object with the preposition *by* is rendered into Ukrainian by means of becoming the subject or is not translated at all: Eng. *He had begun the evening by enjoying himself* [5: 1]. Ukr. *Вечір розпочався непогано* [3: 1].

The replacement of verbs is often found in the translation of scientific, technical, nonfiction, documentary texts. The personal and impersonal forms of the English verbs are replaced by nouns. Replacements may be mandatory when there is no corresponding verb in Ukrainian. Replacements can be optional when they are caused by stylistic considerations:

Eng. *A war was fought in this country to free slaves* [1: 123].

Ukr. *У нашій країні війна велась за звільнення рабів* [1: 123].

In this example we can observe the replacement of verb “to free” by a noun “звільнення”.

Noun replacement occurs less frequently than verb replacement. Frequently used replacement: the one of the verbal noun – the name of the figure (predominantly with the suffix -er) by the Ukrainian / Russian personal form of a verb [1: 120].

Eng. *Richard looked at the mess in the bathroom, and the girl, and wondered how it would look to an outside observer* [5: 68].

Ukr. *Річард подивився на криваві потьйоки у раковині, потім – на дівчину у лахміттях та уявив, як це все може виглядати з боку* [3: 46].

The current study focuses on 200 translation transformations, it is determined that 90 units (45%) are grammatical transformations among the analyzed scope. The most used transformation is the replacement revealed in 34 cases, which makes up 38% of all grammatical transformations.

It is found during the analysis of the translation techniques that replacements are not the only grammatical method to which Vitalii Rakulenko (the Ukrainian translator) resorts. Other methods include permutations – 27 (30%), compounding of sentences – 11 (12%) and division of sentences – 18 (20%). The following table provides the results of the current study (see Table 1):

Table 1

Types of replacements in the Ukrainian translation of “Neverwhere”

Varieties of replacement	Number	Percentage
Word form replacement	19	21%
Parts of speech replacement	15	17%
Other types of grammatical transformations	56	62%
Total	90	100%

Conclusion. This work highlights the use of the most common type of translation transformation – replacement, and it is based on Neil Gaiman’s novel “Neverwhere”. We have outlined the main types of replacements: replacement of word forms; replacement of parts of speech; replacement of parts of a sentence. The quantitative and percentage ratios in the use of these transformations (see Table 1) are determined. According to the data obtained during the given research, it’s possible to state that the most common replacement is the replacement of word forms.

Despite the prevalence of replacements as a translation transformation, translation cannot be of a high quality without using other techniques such as

permutations, mergers, memberships, and more. Other grammatical techniques will be described in future studies.

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Tetiana Chyrenko

Vasyl' Stus Donetsk National University

Vynnytsia

Research Supervisor: Zh. Krasnobaieva-Chorna, Doctor of Philology,

Ass.Prof.

Language Advisor: V.I. Kalinichenko, PhD in Philology, Ass. Prof.

LINGUISTIC DATABASE «COMPARATIVE ASPECT OF PHRASEOLOGICAL UNITS WITH ZOOMORPHIC COMPONENT IN UKRAINIAN AND ENGLISH»

Introduction. Computer technologies of linguistic data presentation allow a new way to consider the interconnections of linguistic units, to discover previously unknown patterns. The use of formalized, well-ordered linguistic units can give impetus to new typological, comparative and other studies, as evidenced by modern