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THE SPECIFICS OF TRANSLATION OF GERMAN MEDIA TEXTS INTO UKRAINIAN ACCORDING TO THEIR LEXICAL FEATURES

Introduction. Despite the fact that the phenomenon of media discourse has been studied for a long time, the problem of controlling the masses through the media has reached its peak only now. Magazines, newspapers, books, TV- and radio channels, social networks are the means which perform the function of forming social views of the majority. As the twenty-first century experiences globalization, it can be surely assumed that all media are influenced externally and internally. The best example of this is translation/interpretation of foreign media texts into the recipient's language and vice versa. That is why the specifics of translation of the media discourse texts are an urgent topic for linguists.

Review of recent publications. Many linguists, media linguists and journalists, such as Yu. Kiiko, T. Dobrosklonskaya, O. Biletska, S. Baranova, G. Melnyk, C. Cots and others have studied this issue. Their scientific achievements have become the main theoretical background of this research. In addition, it was decided to analyze short information-based texts of two Instagram channels and two pages on Facebook in order to prove the hypothesis.

Objective of the paper. The goal of this work is to determine the specifics of the translation of the German media texts into Ukrainian using available and acquired during the research theoretical knowledge on exact practical tasks.

The objectives of this scientific work are to investigate the lexical features of translation of the media discourse texts comparing German and Ukrainian languages, as well as to find out how the units of nationally biased lexicon of the two languages influence the relevance and adequacy of the transmission of information to the masses.

Taking into account these objectives it is necessary to distinguish research methods. So, analyzing this scientific work it should be mentioned that such methods were used in its implementation:

a) comparative method (the structure of Ukrainian and German languages was

studied);

b) deductive method (it was hypothesized that linguistic realia influence the translation, and the truth of these assumption was tested);

c) descriptive method (using the techniques of internal and external interpretation the connections of linguistic units with the units of nationally biased lexicon indicated by them were determined);

d) typological method (the similarities and differences between two unrelated languages (Ukrainian and German) were defined);

e) transformational analysis (the transformational features of the selected languages were investigated).

Results of the research. Having studied the whole theoretical base and having completed the practical part of the research it was revealed that the information and news texts should be objectively always neutral and depersonalized. However, in recent years the language of the media has a stylistic effect in order to attract a certain category of readers. For example: “die Tic Tak Tussi” - das junge Mädchen (Ukr.: молода дівчина - young girl); “Der Parkbankphilosophy” – der Obdachlose (Ukr.: безхатко - homeless). Figurative phraseology and idiomatic vocabulary (both literary and colloquial) are widespread, including "deformed" idioms, wordplay, puns, proverbs and sayings. For example: "First Husband" - “Ukr.: перший джентельмен - the first gentleman”; “Die Spitze des Eisbergs” – “Ukr.: вершина айсбергу - the top of the iceberg”. Media texts also permit such stylistic means as hyperbolas, litotes, figurative comparisons, metaphors, metonymy, paronymic attraction, allegories, euphemisms, etc. For example: “Betonkopf” - “Ukr.: бетонна голова - concrete head”; “Halden von Kaffeebechern” - “Ukr.: терикони стаканчиків з-під кави – the hills of coffee cups”; “Abholen & App holen” (Ukr.: мобільний додаток довідкової книги “Das Örtliche” - mobile application of the reference book “Das Örtliche”).

It is noted that considerable difficulties in translating a text can cause a phenomenon of realia. Under realia a non-equivalent unit of lexicon denoting the objects of material culture is understood [1]. However, there are several ways of transmitting these units (transliteration, replication, descriptive translation, approximate translation, creating of a new word or term) that can help the translator achieve translation adequacy by objectively reproducing them in the recipient's language. As it turned out, in most social media texts especially in Instagram and Facebook units of nationally biased lexicon are not a stylistic technique that provides expressiveness or appreciation of information. The most commonly used types of media text realia are socio-political (“die Grünen” - “Ukr.: партія “Зелені” - Green Party”, “Ideenzug” - “Ukr.: потяг мрії “Ідеенцу” - dream train “Ideenzug”) and geographical (“Heiligendamm” - “Ukr.: Хайлігендамм – Heiligendamm”; “Tyrol”- “Ukr.: Тіроль - Tyrol”). Transliteration is mostly used for geographical realia as a way of transmitting a non-equivalent unit and for socio-political it is descriptive translation and transliteration or their combination. Realia may have essential informational value only if it is an integral part of the sentence according to the context.

Conclusion. Thus, this work is important for further in-depth study of the media discourse texts (especially those that contain social networks), their lexical features and their available units of nationally biased lexicon. In addition, the obtained results can be used in studying and teaching comparative linguistics, translation studies, and lexicology.

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A BROAD AND NARROW UNDERSTANDING OF PHRASEOLOGY IN UKRAINIAN AND CLASSIFICATION FEATURES OF IDIOMS

Introduction. Constant combinations of words or phraseological units are semantically related combinations of words, which, unlike similar to them in the form of syntactic structures, are not created in the process of speech in accordance with the general grammatical and semantic laws of the word combinations, but are reproduced in the form of a fixed structure with their characteristic lexical composition and meaning.

Review of recent publications. There are two views on the scope of phraseology, which are explicitly summed up by O. Ozhegov in the book “On the structure of phraseology” (1974): phraseology in the broad sense and phraseology in the narrow sense [2]. The phraseologists remember the words of M. Shansky: any linguistic creation, whatever its size, structure and meaning, was a phraseologism, if it is verbose and reproducible. Given the definition, the subject of the study of phraseology is the stable combination of two or more words, which create a semantic integrity and are reproduced in the speech process as ready-made verbal formulas.

Objective of the paper is to compare ways of understanding the notion of phraseology by the Ukrainian scholars and define the level of equivalence between English and Slavic languages, highlighting some units that should be included into the phraseological corpus “Colours”.

Results of research. The paper highlights the correlation of different approach to the notion of the phraseological corpus. E.g. L. H. Skrypnyk, for example, refers to