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PECULIARITIES OF THE TRANSLATION OF LEXICAL UNITS, REFLECTING THE MODERN REALIA

A language is a living organism that undergoes a constant development. Vocabulary, or lexicon, is in the state of continuous change. The progress in science and technology touches upon new spheres of life. As a result, new words appear in a language. They are called neologisms. Neologisms are divided into the following types: 1) language neologisms; 2) lexical neologisms; 3) semantic neologisms; 4) individually-stylistic neologisms:

- language neologisms are created mainly to denote a new object, or a concept;

- lexical neologisms can be formed according to the available models in a language or borrowed from other languages;

- semantic neologisms add new meanings to existing words;

- individually-stylistic neologisms are created by writers, poets to add more imagery to literary texts.

While translating neologisms it is necessary to know the ways of their formation, to be able to analyze the structure of a word or a phrase [2, p.33].

New words are formed in different ways:

1. giving a new meaning to the existing word: *egg* – яйцо, авиабомба;

2. the creation of new words by joining prefixes and suffixes: *luck*, *good luck*, *lucky* – удачный, *unlucky* – неудачный [1, p.35];

3. composition: *televviewer* – телезритель;

4. the repetition of words: *ad* – *advertisement*;

5. conversion is the transition of a word into other parts of speech: *ship* – *to ship* – грузить, производить посадку.

There is a number of ways to translate new words and expressions that reflect modern realia:

1. Transcription or transliteration. These are the methods that don't require translation, as the translation is replaced by an act of borrowing sound (transcription) or graphic (transliteration) forms of words with the meaning. For example, сканер – *scanner*.

2. Tracing. This is a literal translation, when the whole word is created by simply adding the equivalent to its components. For example, *interbank* – *inter* (меж-) + *bank* (банковский) = межбанковский.

3. Descriptive method. It involves transferring the meaning of an English word by means of the explanation. For example: *market* – *maker*, the dictionary explains

as “a person whose business is buying shares, securities, bonds, etc. and selling them at a marginal profit” [3, p.240], and can be translated as “человек, покупающий акции и ценные бумаги и продающий их с предельной прибылью.”

4. Method of substitution. It is the translation when an existing word is used as an equivalent to a neologism, not a pure neologism, but has a similar meaning to the original word. For example: *order interval* – цикл заказа (the interval between consecutive orders).

The choice of a method of transmitting new words depends on many factors, such as the translator’s experience, his abilities, intelligence, the situation during the translation and the author’s style. However, first of all it is necessary to strive to the translation of neologisms to meet norms and rules of the target language.

LITERATURE

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