

TRANSLATION STUDIES. ПЕРЕКЛАДОЗНАВСТВО

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WAYS OF ENGLISH PUBLICISTIC METAPHORIC NEOLOGISMS TRANSLATION INTO UKRAINIAN

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Abstract. *The article deals with the ways of English publicistic metaphoric neologisms translation into Ukrainian. The neological metaphor is considered as a means of language vocabulary replenishing as a result of semantic process in which the name is transferred from one referent to another based on their associative similarity. In terms of translation, neo-metaphor is a new linguistic-cognitive tool in one language that requires structurally-semantic and functionally-communicative equivalent in another language.*

The material of this study is metaphoric neologisms, selected by sampling from the texts of English press, namely, newspapers, journals and Internet sources «The Economist», «The Atlantic», «BBC News», «The national geographic», «The Guardian», «The Financial Times», «The Washington Post». Having studied a large number of works of both national and foreign linguists, we have concluded that the vocabulary of the newspaper text requires a special analysis, which is important not only on the basis of separate words and sentences study, but on the level of its understanding, so that the reader can follow cognitive perception of the whole text.

Key words: *newspaper style, publicistic texts, neologization, typology of neologisms, factors and methods of neologization, metaphoric neologisms.*

Introduction. The publicistic style of English press texts, taking into account its multifunctionality and, accordingly, the diversity of characteristics, takes a special place in the system of literary language styles. Particular attention is paid to the texts of English press, which reflect all the language possibilities and potential. The authors often use metaphors-neologisms to provide the text with expressivity. They provide the text not only with certain coloring, but enhance the meaning connotation and its perception, contribute to new semantic units. The neo-metaphor for the addressee is a means of achieving pragmatic and communicative goals, conveying mood, lexical unit expression and phrase as a whole.

The main difficulty in translation is the adequate semantic meaning transfer. The translator often manages to overcome the

language barrier and reproduces the image of metaphorical expression at the expense of the recipient's language units. However, there are sometimes difficulties that only qualified specialist can overcome, as the linguistic images of one language do not find their correspondence in another one.

The relevance of this study is to determine the conditions and ways of metaphoric neologisms translation on the example of English press texts, which is caused, firstly, by the advent of new stylistic marks in publicistic texts, and, secondly, by perception and consideration of such trope as a neo-metaphor. The given stylistic unit is considered not only as the process of concept transferring and purely semantic phenomena, but also as the subject of cognitive mechanisms strengthening in human mental thinking, the basis of which

is not only linguistic peculiarities, but also the reflection of metaphorical constructions in certain interpretation.

Thus, **the purpose of research** is to identify the ways of metaphorical constructions forming by means of neo-metaphorization and methods of their translation into Ukrainian on the example of English publicistic texts.

Methods. To solve these, tasks the complex of methods is used: information-search method – for sources selection and the basic knowledge processing, necessary for interpretation mechanism and methods of translation; generalization method – for the most essential theoretical principles of metaphorical terminology in English press texts; classification method, structural and semantic analysis – for establishing the ways and methods for new metaphors formation, their structural types; contextual, functional method and method of equivalent analysis – for linguistic and pragmatic features of neo-metaphors in English press texts; method of comparative analysis – for similar and distinctive language concept features comparison both in the original and translation languages.

Analysis of the latest studies and publications. Newly formed metaphors are defined in explanatory dictionaries such as the Macmillan Dictionary for Advanced Learners [16], the Longman Dictionary of Contemporary English [14], the Oxford Dictionary and the online platforms The Free Dictionary by Farlex and Word Spy, concluded on the basis of constantly updated oral and written texts. The ways in which new metaphorical concepts were formed and functioned have always attracted the linguists' attention.

The study of metaphoric neologisms in the text was carried out by both national and foreign linguists and translators: M. O. Antoniuk [1], H. P. Dacyshyn [3], N. Drabov [5], R. W. Gibbs [13], I. V. Kozachenko [6], E. McCormack [15], N. B. Miliavskaia [8], Ye. S. Prykhodko, I. V. Kuznietsova [10], Lakof, P. Newmark [17], L. M. Zainulin, I. I. Humen and others. This is facilitated by the interest of scientists in language

processes. Having an attempt to study the text, researchers consider it both as a functional unit and as an area for linguistic phenomena realization. The problem of language expressivity and text language is no less acute. A considerable number of English neologisms, including neo-metaphors, are borrowed into the Ukrainian language without regard to the possible ways of their translation, while the possible problems of their translation have not been thoroughly studied nowadays.

American media texts often use metaphor that can be considered as a major neologization method. E. A. Melnikov and T. L. Krasikov, who study the lexical composition of media texts, consider metaphorization as a fundamental logical operation that provides translation of figurative language schemes from one sphere to another.

P. Newmark [17] developed the most comprehensive tips and techniques for the adequate metaphor neologisms transmission in translation. Peter Newmark identifies the following ways of neo-metaphors translation: a) to keep imagery in the system of the translation language; b) to select or replace the image of the original language in the translation language according to standards that do not contradict its cultural and national norms; c) to transmit the metaphoric neologism by comparison, provided that the imagery of the metaphoric expression is preserved, but with a possible expression loss; d) to translate the neo-metaphors by means of image comparison or by set image meaning defined at explanatory dictionaries; e) to transfer the semantics of neo-metaphors by means of descriptive translation; f) to remove the neo-metaphor, if it renders the text lexically overloaded in translation (at the translator request); g) to save the meaning of neo-metaphor concretization in order to enhance the figurative expression model [17, p. 138]. The specificity of metaphor translation is very complex, and at this stage the best way to translate metaphors remains a significant challenge for all linguists. N. B. Miliavskaia [8] suggests the following methods of neo-

metaphor translation, which we use in our further analysis: a) holistic translation; b) method of meaning adding; c) method of meaning omission; d) meaning replacement; e) transformation according to the structure; f) defined equivalent; g) method of neo-metaphorical basis parallel denomination [8, p. 124].

Results. Among the neologisms of English mass media environment, we can distinguish two large groups of positively and negatively connotated lexical units. The first group of neologisms refers to people and phenomena directly engaged in Internet environment and related activities. Positive connotation includes such phrases as «*breath of life packet*» (пакет даних, відправлений через мережу комп'ютеру, в якому стався серйозний системний збій). The example of unit with negative connotation is «*email harassment*» (настирливе відправлення образливих або непристойних повідомлень по електронній пошті).

Considering the lexical and phraseological peculiarity of media texts, one cannot ignore such a phenomenon of functionally stylistic character, as paronomasia, which acts as the most remarkable and productive channel of neologization in media. For example, paronomasia techniques can be various manipulations with the word phonemic complex, for example, alliteration: «*silver surfer*» – користувач мережею Інтернет, вік якого перевищує 50 років; «*relay gare*» – неправомірне використання сервера поштової служби для масової розсилки спам повідомлень or epiphoric and cataphoric rhymes: «*brain drain*» – ситуація, коли компанія переманює досвідчених програмістів у конкурентів; «*shake-and-bake*» – недосконала або незавершена технічна деталь або комп'ютерна програма зі значними недоопрацюваннями.

Publicistic texts can be of different theme, since they are effective and demanded in various spheres of human activity such as education, health care, politics and economy [4, p. 2]. It is

important that the pragmatics of these texts is covered by the expressive means and requires the appropriate style vocabulary and has a certain semantic meaning [10, p. 120]. The function of publicistic style is not only to inform the reader, but also to form an appropriate impression and judgment model. The text should convince the judgment authenticity, to cause the programmed reaction not only at the expense of logical arguments, but also by the power of expressive means and techniques, which serve as a way to achieve goals, convey the intended mood and emotions.

Each text by its nature has emotionality criterion. The metaphoric neologisms serve as a means of emotionality [6, p. 166]. How homogeneous and close the original language and the translation language is, their cultural and ethnographic traditions, beliefs, depends on methods of translation. The semantics of neo-metaphors is predetermined by the following elements: the initial meaning of the lexical unit, the image resulted in correlation of one concept with another, and the newest meaning that is formed as a result of metaphor reinterpreting [1, p. 16].

However, sometimes there are some difficulties that can be overcome by qualified specialists, because linguistic images of one language do not find the equivalent in another language [7, p. 223]. For example: «*I want to add tax breaks because they are the drivers of the economy*». – «Я хочу додати пільги на податки, оскільки вони є рушіями економіки» [9, p. 62]. In political texts, on the pages of English press, during the election campaign, when candidates tried to defend the rights of American entrepreneurs in the small-size business sector, D. Trump compared them with the image of drivers, who drive such a large vehicle as the country economy. The vehicle image in politics is significant, because a car in the US is more than just a means of transportation. This is an American lifestyle. Thus, by the noun «*driver*» meaning «водій», the speaker tries to convey the cognitive meaning of the

neo-metaphor by activating the recipient's certain feelings and associations.

One way of overcoming such translation difficulties can be considered as complete or partial replacement of the transmitted metaphor or complete unit transfer by means of another language, finding the exact opposite equivalent in meaning, but with a similar image pattern that would evoke the same feelings, thoughts, and associations, as in the addressee [13, p. 128]. Choosing the method for neo-metaphoric translation depends on various lexical, grammatical, stylistic features of a particular text, purpose, pragmatic and other factors, above all, on what function the metaphoric neologism performs in the text. P. Newmark emphasizes that the neo-metaphor occupies the most important place in the text system, and secondary expressive means and lexical units of the given text are further combined with it, resulted in single textual scene formation. For example: *«I don't want to pit Red America against Blue America»*. – *«Я не хочу протиставляти Червону Америку Синій Америці»* [9, p. 67]. Rafael Edward Cruz, when running for president of America, used the phrase *«to pit against»* in his speech, thus, he compared the relationship of Republicans and Democrats with a cockfight. He made it clear to the citizens that if he was elected president, he would direct all his effort to improve his citizens' lives, not to the backstage intrigues. In the Ukrainian translation, the verb *«to pit»* does not have such a strong metaphorical meaning, and its translation is quite simple – *«виставляти»*. In foreign cognitive consciousness, the expression evokes the desired emotion, because the collision is compared to *«бійка півнів»*. In the Ukrainian language, expression is lost. In this way, the inner connection of the metaphoric neologism, the text and its components is implemented. If one takes into account the uniqueness of the neo-metaphorical expression and its function in the text, this connection may be lost in another language sign system.

Using N. B. Miliavskaia study [8], we suggest the following ways of neo-metaphors translation: a) holistic translation; b) method of meaning adding; c) method of meaning omission; d) meaning replacement; e) transformation according to the structure; f) defined equivalent; g) method of neo-metaphorical basis parallel denomination.

1. The holistic translation is used in cases, when the original and the translation languages relate the meaning of the translated metaphorical units. For example: *«When you contact people to recruit them to the coalition, make sure you have no sugar mountains»*. – *«Коли ви звертаєтесь до людей з метою залучення їх до коаліції, переконайтеся, що це надійні люди»*. *«Sugar mountain»* is a neo-metaphorical phrase formed on the basis of associative imagery, because *«цукрова гора»* has the following meaning: *just one more breath and everything will fall apart, (something fragile and unstable)*. In this context – *«надійні люди»*.

2. The method of meaning adding or its omission is used when the same image in both languages can have different explication level. This causes the necessity to add or remove the words that create it. It is interesting to note that in the process of translation into Ukrainian, the additional words prevail, confirming the opinion that the Ukrainian language is more explicit than English [5, p. 177]. For example: *«We have tasted the bitter swill of civil war and segregation, and emerged from that dark chapter stronger and more united»*. – *«Ми пережили громадянську війну і сегрегацію, темну частину історії, випробування, які ще більше нас згуртували»* [9, p. 66].

3. Meaning replacement is used in case of concepts incompatibility in two languages. New meaning has more positive semantic meaning during translation, specifies the concept, thereby allowing new meaning adequate perception: *«This company may be called the fruit of five years of intense work»*. – *«Наша компанія може бути названа результатом /*

плодом 5 років інтенсивної роботи» [9, p. 67]. The noun «fruit», the generic term of which is translated as «фрукт», is differentiated and becomes more specific in the meaning «результат, плід».

4. Structural transformation is used when the grammatical rules in two languages do not coincide: «pull-aside» – неофіційна нарада, зібрання лідерів/дипломатів. «All of these issues were discussed at the pull-aside yesterday». – «Усі ці питання обговорено вчора на неофіційній нараді» [9, p. 68]. Meaning of two words *pull* and *aside* separately is «тягнути» та «набік/осторонь».

5. It is possible to talk about traditional neo-metaphors matching in case of national, folklore, religious, social, and ethnic features of metaphor origin, and the translation creates controversial opinions about how accurate translation is. For example: phases «to buy a pig in a pocket» (купити «поросся» в мішку) and «head to head, face to face» («голова до голови, обличчя до обличчя») cannot be literally translated, since this is not equivalent to the translation language. To replace one phenomenon or object inherent in the source language culture is not understandable by the recipient's language culture. Thus, it is correct to give Ukrainian equivalents, namely, «купити кома в мішку» and «віч-на-віч». Such translation is the reason for using another meaning in the absence or inappropriateness of Ukrainian word-concept, which is closely connected with that concept.

6. Parallel denomination of the metaphorical basis is used when it is necessary to change the metaphor structure, and the content must be retained: «It was courage that made us such a successful political force, but our journey must understand where it went wrong». –

«Мужність зробила нас такою успішною силою, проте ми маємо зрозуміти, де ми збилися зі шляху» [9, p. 68]. The metaphor is «to go wrong» is commonly used, here, according to the linguistic rules, the metaphor needs to be changed structurally, and the original image has to be preserved. Thus, the common translation «німи не так» is changed into «збитися зі шляху». The complexity of metaphor translation issue is related to the differences between the metaphorical systems of heterogeneous languages. Therefore, the process of neo-metaphors translation from one language to another may not always be easy. In this regard, there is a need to change the metaphorical image [11, p. 92]. The translation of such phenomena as neo-metaphors requires special attention and maximum accuracy, since the translated text contains images of the author as a native speaker, cultural realities and associations, and images of the translator as a native speaker of his language and culture. When translating the metaphor, it is necessary to preserve all expression of the authentic source.

Discussion. Summarizing all of the above, we can give a clear definition of the studied concept. Metaphoric neologism can be defined as a means of expressiveness; it colors word among continuous stream of sentences and has a certain semantic function. The stylistic neologisms of American mass-media fulfill two basic functions: the disclosure of the phenomenon, object or personal some additional feature, as well as revealing the author's attitude to the facts of objective reality. The main difficulty in translation is the adequate transfer of semantic meaning. Understanding connotative meanings and preserving them in the translated text allows us to reveal the creative possibilities of different languages and explore the successful discoveries of translators.

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СПОСОБИ ПЕРЕКЛАДУ АНГЛОМОВНИХ ПУБЛІЦИСТИЧНИХ НЕОЛОГІЧНИХ МЕТАФОР УКРАЇНСЬКОЮ МОВОЮ

С. Г. Качмарчик

Анотація. У статті розглянуто способи перекладу англомовних публіцистичних неологічних метафор українською мовою. Неологічна метафора розглядається як засіб поповнення словникового запасу мови у результаті семантичного процесу, при якому назва переноситься з одного референта на інший на основі їх асоціативної подібності. З точки зору перекладу, неометафора є новим лінгвокогнітивним засобом однієї мови, який потребує надання структурно-семантичного і функціонально-комунікативного відповідника в іншій мові.

Матеріалом даного дослідження є метафоричні неологізми, відібрані за допомогою вибірки з текстів англійської преси, а саме газет, журналів та інтернет джерел «The

Economist», «The Atlantic», «BBC News», «The National Geographic», «The Guardian», «The Financial Times», «The Washington Post». Вивчивши велику кількість праць як національних, так і зарубіжних лінгвістів, ми дійшли висновку, що словниковий запас публіцистичного тексту потребує спеціального аналізу, який важливий не лише для вивчення окремих слів і речень, а й на рівні його розуміння, щоб читач міг відслідковувати когнітивне сприйняття всього тексту.

Ключові слова: газетний стиль, публіцистичні тексти, неологізація, типологія неологізмів, фактори та методи неологізації, метафоричні неологізми.