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LINGUISTIC FEATURES OF PHRASEOLOGICAL UNITS USED IN MEDIA TEXTS AND THE SPECIFICS OF THEIR TRANSLATION

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Language is essential for forming discourse and delivering meaning in the ever-changing world of media communication. Phraseological units or idiomatic terms are used extensively in media texts as language strategies to conjure imagery, convey cultural subtleties. However, because of the complex interactions between linguistic, cultural, and pragmatic elements, translating these phraseological units presents several difficulties.

In the field of translation studies, it is crucial to comprehend the linguistic characteristics of phraseological units in media texts as well as the details of their translation. A precise translation of phraseological units is necessary for effective cross-cultural communication as well as the preservation of the intended meaning and impact of media texts, given the growth of international media platforms and the growing interconnectedness of diverse linguistic and cultural communities.

The aim of the research – to examine the linguistic characteristics of phraseological units found in media texts, as well as the unique difficulties and approaches associated with translating them.

The main literature base of the research paper is the book by Anita Naciscione called “Stylistic Use of Phraseological Units in Discourse” (2010). She claims that

this book aims to reveal, from a cognitive standpoint, the stylistic discourse-level characteristics of phraseological units and everyone can study phraseological units in larger contexts rather than simply individual phrases or sentences by using a discourse-based perspective [1].

In this research paper mostly, the recent literature is considered and to provide the basic concepts of phraseology itself, we decided to choose the article named "Concept of Phraseological Units. Functional, Structural and Semantic Classification of Phraseological Units", L. Masimova (PhD), 2018. It clearly states that to understand the base of phraseological units, it is needed to divide the term into three components: phraseological concretions, phraseological collocations, and idiomatic expression [2]. This article guides us throughout the discussion of the case study that will be covered in this research paper.

The primary emphasis of this research is on elucidating the characteristics involved in translating phraseological units within media texts. Consequently, the insights provided by Ukrainian researchers' article "Peculiarities of Translation of the English Phraseological Units in the Media Discourse" (2023) have contributed significantly to comprehending the intricacies of translation within the realm of media discourse. According to them, the translator needs to employ a range of translation techniques to produce the most accurate translation possible. The following taxonomy was put up, and it addresses the following categories of phraseological unit translations: 1) equivalent; 2) analog; 3) descriptive; 4) antonymic; 5) tracing; and 6) combined [3].

It is best to define the term "phraseology" before delving into the investigation of the transmission techniques for phraseological units. Adhering to A.V. Kunin, we interpret phraseological units as "stable combinations of lexemes with a high proportion of the connotative aspect and a completely or partially rethought meaning" [4].

Due to the expressiveness and imagery of phraseological units, writers frequently employ them on the pages of media works. Because of the pragmatic role they play, the issue of accurately transmitting phraseological units and ensuring equivalency in their translation is becoming more and more significant. Modality, which must be preserved as a semantic element, has a direct bearing on the pragmatic potential of a phraseological unit. Thus, it is important to keep in mind that "in translation, not everything is adequate, what is equivalent, and not everything is equivalent, what is adequate" [5] to achieve pragmatic adequacy. To ensure equivalency and sufficiency in the translation, a strategic decision ultimately determines which translation approach is preferred.

This research will examine several fundamental methods for translating phraseological units, including tracing, descriptive translation, selection of phraseological equivalent, selection of phraseological analog. All of these methods are frequently employed in translation practice.

In this study, we will analyze prominent instances of phraseological unit translations, focusing on their portrayal of the contemporary global political landscape. Employing a qualitative research design, we will systematically examine these translations within media texts, utilizing a case study approach to provide nuanced insights into the linguistic features and translation strategies employed.

1. Choosing the phraseological analogy. A phraseological equivalent is chosen based on its meaning, lexical coloring and composition, imagery, and grammatical structure when employing this kind of connection.

Since the outbreak of full scale Russian-Ukrainian, hostilities in early 2022 both sides have made extensive modifications across much of their tank fleets to respond to the expanding threats to their armour [6]. – С начала полномасштабных российско-украинских боевых действий в начале 2022 года обе стороны внесли обширные модификации в свои бронетанковые войска, в том числе в качестве отклика на возросшие угрозы [7].

The aforementioned example demonstrates how the translator can employ the full equivalent method without sacrificing the meaning or figurativeness of the phrase because the *full scale* maintains the grammatical structure, component composition, and semantic component in both languages “that is as complete and careful as possible”. “Full scale” is not necessarily idiomatic on its own; the entire phrase is used idiomatically to denote the extensive and intense nature of the conflict between Russia and Ukraine.

Though both “agreed to disagree” over the islands, Britain is treating Milei’s tenure with optimism as he heads one of the few right-wing governments in South America [8]. – Хотя обе стороны “остались при своих мнениях” по поводу островов, в Британии с оптимизмом относятся к пребыванию Милея на посту главы одного из немногих правых правительств в Южной Америке [7].

The idiom “agreed to disagree” in this context indicates a diplomatic stance where both parties have acknowledged and accepted their differences of opinion without attempting to reconcile or change them. In the Russian translation, the phrase “остались при своих мнениях” captures the essence of this idiom by literally translating to “remained at their opinions” or “stayed with their opinions.”

This translation maintains the meaning of the English idiom by conveying the idea that both parties have retained their respective viewpoints despite not reaching a

consensus. It reflects a diplomatic acknowledgment of differing perspectives while emphasizing a willingness to maintain amicable relations despite those differences.

OpenAI Unveils A.I. That Instantly Generates Eye-Popping Videos [9]. – Open AI создала нейросеть с мгновенной генерацией сногшибательных видеороликов [7]. The idiom “eye-popping” in this context is translated as “сногшибательных” in Russian, which means “stunning” or “jaw-dropping.”

This translation approach can be characterized as a “functional equivalence” or “meaning-based” translation strategy. Rather than directly translating the individual words of the idiom, the translator has opted to convey the intended meaning of the expression in a way that is natural and idiomatic in the target language.

By choosing the word “сногшибательных,” the translation effectively captures the sense of the English idiom *eye-popping*, conveying the idea that the videos generated by the A.I. technology are visually stunning and impressive.

Britain is in the grips of a crime spree, and no one seems to care [10]. – Британию накрыла волна преступности, и, похоже, это никого не волнует [7].

The phrase *in the grips of* in English is translated into Russian as “накрыла” in the provided text. This translation approach can be categorized as a free translation or dynamic equivalence strategy. Rather than directly translating each word of the phrase, the translator has chosen to convey the overall meaning and impact of the expression in a way that is idiomatic and natural in the target language. The word “накрыла” captures the sense of being enveloped or overwhelmed by something negative, which aligns with the connotation of *in the grips of* in English. It effectively communicates the idea that Britain is experiencing a significant surge or onslaught of crime.

As political paralysis grips Berlin, the energy crisis was the final blow for a growing number of manufacturers [11]. – Политический паралич охватывает Берлин, а энергетический кризис оказывается последним ударом для все большего числа производителей [7].

In the provided translation, the phrase *political paralysis* is rendered as “политический паралич,” which is a direct translation reflecting a literal translation approach. This method involves translating each word of the original phrase into the target language without considering idiomatic expressions or alternative ways of expression.

On the other hand, the phrase *final blow* is translated as “последний удар,” which is also a direct translation but captures the idiomatic meaning of the expression in Russian. This translation approach can be considered as a combination of literal

translation and functional equivalence, where the translator maintains the literal meaning of the phrase while ensuring it is idiomatic in the target language.

Political paralysis (политический паралич): This phrase directly translates the individual words from English to Russian. It conveys the idea of a situation where political processes or decision-making in Berlin are severely hindered or immobilized. The focus is on the literal interpretation of the words rather than any idiomatic nuances.

Final blow (последний удар): While this translation maintains the literal meaning of the phrase, it also captures the idiomatic connotation of a decisive or critical event that exacerbates a situation. In Russian, “последний удар” effectively communicates the idea of a significant and decisive event that marks the culmination of a series of negative developments, aligning with the idiomatic meaning of *final blow* in English.

Overall, while both phrases are translated directly, the translation of *final blow* demonstrates a slightly more nuanced approach to capturing the idiomatic meaning in Russian.

It is also a big gamble for the oil-dependent kingdom [12]. – Кроме того, это игра с большими ставками для зависимого от нефти Саудовского королевства [7].

The phrase *big gamble* in the provided text is an idiomatic expression used to describe a risky or uncertain decision or action with potentially significant consequences.

In the Russian translation, the phrase “игра с большими ставками” effectively captures the idiomatic meaning of *big gamble*. It conveys the idea of taking significant risks or making substantial bets, aligning with the connotation of uncertainty and high stakes implied by the original English expression. This translation approach can be characterized as a functional equivalence strategy, where the translator chooses words and expressions in the target language that convey the same idiomatic meaning as those in the source language. By using the phrase “большие ставки,” the translation accurately communicates the concept of a risky and high-stakes endeavor, maintaining the intended meaning of *big gamble* in Russian.

But as it says on the tin, the World Wide Web is a global network [13]. Но, как видно из названия, всемирная паутина — это действительно мировая сеть [7].

The phrase “as it says on the tin” is an idiomatic expression commonly used in British English. It means that something is exactly as it appears or is described. In this context, it implies that the World Wide Web being a global network is self-evident or obvious, just as the name suggests. The official translation provided effectively

captures the idiomatic meaning of the expression in Russian by conveying the idea that the name itself reveals the nature of the World Wide Web.

To sum up, this study examined the linguistic characteristics of phraseological units in media texts and the difficulties that arise while translating them.

The significance of comprehending the language traits, cultural meanings, and pragmatic ramifications of phraseological units in media texts has been made clear by the examination of case studies and translation techniques. This research has provided nuanced insights into the complexities involved in translating phraseological units while maintaining their intended meaning and effect in the target language by using a case study technique and a qualitative research design.

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TERMS AND THE ROLE OF THEIR TRANSLATION IN THE FIELD OF INTERNATIONAL TOURISM

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The purpose of the article is to show the role of the terms and their translation in the field of international tourism. Translation of tourism terms plays an important role in providing understanding and effective communication in this dynamic and diverse industry. Over time, tourism has become an increasingly global industry in which information exchange between different cultures and languages has become a necessity. In this context, the translation of terms becomes of key importance, influencing the success of interaction between participants in the tourism market.

Translation of tourist terminology is important for several reasons. First, it ensures that information is accessible to a wide range of audiences, including tourists, travel companies, government agencies and other industry participants. Proper