anaphoric expressions. Evaluative nouns functioning as subjects or objects gain additional predicativeness if they are accompanied by a demonstrative pronoun or an article, i.e. the previous predicate statement is made. The semantic structure of nominative sentences has also the category of predicativity.

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TRANSLATION OF ENGLISH SET EXPRESSIONS AND IDIOMS INTO UKRAINIAN IN CINEMATIC DISCOURSE

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The problem of translation of the phraseological units for an interpreter and a translator lies in the fact that they often differ from the translator’s mother tongue. As the matter of fact, they are based on the images that are culture-bound. It is worth mentioning that idioms and set expressions should never be neglected as they bear historical and cultural information of a language and help to understand the way of thinking of the source language (further SL) speaker. They enrich our language and make us sound more native-like. Without proper knowledge of both SL and TL (target language) cultures, the translator will be at a complete loss to understand and translate the idioms. In this regard, it is important to be familiar with equivalent and non-equivalent translation of these lexical units.

For a full understanding of the topic, it is important to draw upon the first serious scientific works of V. Vinogradov, A. Kunin, N. Amosova I. Melchuk, and B. Plotnikov who dwelled upon the first classifications of the phraseological units, identifying the criteria to the degree of the idiomaticity. In the late XX century phraseology established itself in English and German linguistics. A contribution in the field of phraseology is made by C. Hockett, Katz and Postal, Bruce Fraser, Mona Baker. Special credit is given to Ukrainian linguists who conducted a profound work in the field of transformations and ways of translation: I. V. Korunets, S. Y. Maksimov and G. E. Miram.

The film industry, in its turn, refers to a communicative cultural phenomenon of civilizational heritage that accumulates by humans from the XIX century and till
present days. The necessity of studying the audiovisual translation problem is caused by globalization, the extension of cross-cultural communication, the development of information technology, and the film industry. The audiovisual translation is a relatively young field of scientific research. This type of translation is culture-oriented and should trigger the same impact upon the target audience as the source text meant to [1]. In other words, the process of domestication is taken place. Lawrence Venuti applied the concept of domestication to describe the translation strategy which is used to minimize the foreignness and cultural difference of the SL text, using the most natural equivalent. However, language professionals argue whether the target culture should be put into first place or the foreignness of the source text should not be ignored to make the translator a visible figure. The controversy between domestication and foreignization lasts many years. But in our case if we preserve the original image of the idiomatic expression, it would bring about the complete destruction of the idiom as the foreign image bears no sense or figurativeness for the target audience.

Despite the fact that idiomatic expressions are widely used in everyday and formal speech, their structural and semantic peculiarities are insufficiently researched. The distinct features of the phraseological units are their polysemy and dependency on the context which should be taken into account during translation.

Translation of idiomatic/stable expressions in cinematic discourse involves such factors: whether the expression originates from the same/different source; whether it has in the TL one or more common component images and if it fits the audience’s perception; whether the structural form can be rendered without any transformations; if it is appropriate to use it in this specific context; and if there is any analogy in the TL [2]. Accordingly, the meaning can be conveyed descriptively, through regular explication; with the help of a single word, omit it at all or the form remains unchanged when translating.

The following three approaches to the translation of the phraseological units are presented:
1. Structural-semantic equivalence, semantic equivalence, pragmatic equivalence [3]
2. Equivalent – non-equivalent translation [4].
3. Translation of idioms by choosing Absolute/Complete Equivalents, Near equivalents, Genuine idiomatic analogies, Approximate analogies, descriptive translation [2].

Thus after carrying out the translation analysis, it became possible to arrive, at the following conclusions that English and Ukrainian languages more often have similar in sense units but completely different image patterns and structures. In most cases, it is possible to find the variant with the semantic proximity, as well as the similarity in their picturesqueness, but different basic images, e.g. to keep a low profile – залягти на дно, to be out of one’s depth – сісти як рак на мілині. This is a semantic equivalence. More equivalents might be found when translating the idiomatic expressions from and into the languages belonging to the same family of languages whose history is closely intertwined. When translating from English into Ukrainian, the approximate analogies can be found in the target language more often than equivalents because of the differences of language structure and the national peculiarities based on which the idiomatic expression makes up its image pattern.

As a result of integration and globalization more and more set expressions and idioms are of an international nature. They can be similarly translated, retained in the target language unchanged. This is possible due to the common source they originate from and when dealing with standardized word-combinations as they usually possess
the semantic identity and the componental structure, e.g. *grit on the lens* – *більмо на оці*. It is important to include the phraseological units with terminological meaning in this category, e.g., *to drive off the rails* – *зийти з рейок*.

A considerable number of phrase idioms originating from the common source has slight divergences that manifest themselves particularly in the structure of the TL variant, in the substitution of a feature of the source language idiom for traditionally expected in the TL, and in some lexical and semantic transformations, such as, concretization and addition that are typical when translating from English into Ukrainian, e.g. *a shoulder to cry on* – *жилетка, в яку можна поплакатись*, *straight from the horse’s mouth* – *з перших уст*.

Some idiomatic expressions have no correspondence in Ukrainian. Due to their complexity of meaning and nationally structural peculiarities, they were translated explicitly. In such cases, it is better to ignore the expressiveness of the source language idiom and make faithful rendering via descriptive translating, e.g. *it rings a bell* – *нагадувати щось*.

Although the use of colloquial expressive means is the main feature of the fictional discourse, in cinematic discourse the translators tend to avoid the equivalent translation and national Ukrainian analogies but instead prefer to descriptive translating which makes the idiom sound neutral, thereby ignoring the original expressiveness of the idiom. By this, they try to avoid the text overloaded with redundant information and make the speech easily comprehensible. The Ukrainian language does not like a lot of idiomaticity by its complexity and nature, but it is a specific feature of English colloquial speech.

The popularity of the analogy-translation proves the importance of learning culture, history, politics, the literature of the source language to guess the right meaning and perform a faithful translation. Proceeding from the translation analysis of the phraseological units, we may say that the preference is given more often to the descriptive translating into Ukrainian, whether there is an equivalent or not. It has to do with the more expected and traditional way of speaking for the target language representative. The prospects for further research are the detailed study of the translation of English phraseological units from English into Ukrainian, the need to determine the existence of the equivalent and non-equivalent units.

References: