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TRANSLATION OF NEOLOGISMS

Neologisms in English are the mirror of language development, showing how it adapts to changing external factors and conditions. Neologisms belong to a certain layer of vocabulary with the status of the most variable. In this connection, it is impossible to conclude a common dictionary of neologisms. Translation of neologisms is one of the most complex and requires detailed explanation and research. The difficulties lie in the fact that a word can belong to different contexts, such as historical, religious or cultural. Therefore neologisms require in-depth features analysis of their translation into another language.

English is still experiencing so-called "neological boom." Actively, new words appear, there is a need to fix it and explain what led to the creation of a special branch of lexicology - neology. Neology is the science of neologisms. The greatest success in the development of the theory of science was done by French linguists. In English neological theory has not been formed as an independent branch of lexicology. Every year in English appear an average of 800 new words - more than in any other language in the world. The goal of English linguists is not just to record new words, but study their quality, specificity of creation and functioning.

It should be noted that the new lexical unit can undergo several stages of socialization. The first stage - is accepted by the society, the second - lexicalization, that consolidation in the language. When there is a neologism, it begins to spread through university professors, teachers, school staff or media. The next step is to fix it in print. Finally there is the last stage of socialization, i.e. the adoption of a new lexical unit masses by native speakers.

The term "neologism" is formed by the combination of the Greek words "new" and "word." It is a word or phrase, recently recorded in the language. Also neologisms can call vocabulary or phraseology units that appear in the language at a certain stage of development also means new allegations arising from changes or create new living conditions, social and political change. They can also express the new words already existing concepts. Neologism is a word until scientists see it as a novelty. You can take into account the many definitions of the term "neologism", formulated by various scientists, A. Selivanov suggests: "Neologisms are words or compound words, used in language in a certain period to designate a new or existing concepts in the new meaning as understood as being native speakers".

The term "neologism" is relative. This means that word, that was a neologism hundred years ago, can not be it now. We can therefore say that neologism is a newly lexical items that are not commonly used and is in the process of entering into general use. That is a new word or phrase in form or content.

The complexity of the transfer neologisms can be explained by the fact that they are written in the late dictionary or might not be recorded in it. In the translation process in some cases we should use contextual replacement or translate using description. Many new words belonging to the vocabulary have no equivalents, that's why some difficulties may occur. For this reason, descriptions and descriptive explanatory translation is the most common mode of transmission of new entities in another language.

Translation of any text requires the use of translation transformations. Translation transformations can be called transfer methods that are used when there is no explanation in the dictionary and context. Translation transformation can be divided into:

- lexical (tracing, transliteration, transcription);
- grammar (split sentence, literal translation, grammatical changes);
- comprehensive lexical and grammatical transformation (conversion that combine grammatical and lexical transformation). These include descriptive and antonymous translation.

When translating neologisms we use such methods as selection of analog, transcription and transliteration, descriptive manner, tracing, direct inclusion.

Translation of neologisms using transcription and transliteration is that Ukrainian letters convey sounds. For this translation it is not necessarily to be fluent in English, you just should have a good visual perception [4, p. 396]. With transcription we can reproduce sound form of foreign words. Most often it is used in the translation of proper names and terms. It should be noted that this method of translation should be used with caution because it can lead to loss of value word translated. The first part of the word can be translated at the graph, and the second - at the level of phonemes [3, p. 32].

Tracing is most commonly used when translating concepts in two languages or a concept that appeared recently in general use. This method is used in the translation equivalent vocabulary. Vocabulary with no equivalents is translated using descriptive way, background vocabulary using a rough translation, and equivalent using tracing method, on condition of the existence of common concepts in both languages [1, p. 153].

When using the method of tracing components are replaced by words or morpheme lexical correspondences. In the process of tracing a new word or sustainable phrase is created. Often both transcription and tracing are used [2, p. 22]. The main advantage of using the method of tracing can be called its brevity and simplicity of translation, the correlation with the original word.

Descriptive translation can be used to explain the meaning of the word in the dictionary and neologisms in translation in the text.

This method of translation can be used when it is impossible to translate neologism using transliteration, transcription and tracing, ie when the notion is not in the language.

Descriptive translation can be done in several ways. Descriptive translation - is primarily a descriptive tool, as it explains the essential elements. Explanatory translation can be compared with the interpretation of the word. But note that one significant drawback of this method of translation is verbosity.

Also descriptive translation can be done by dummy translation when the translation process neologism an existing word that has many common values to the original word is used.

Quite popular way to transfer neologisms is receiving direct connection. This technique means the use of writing English words in the original. This method is used if none of the methods that were discussed above, can not be used in translation (iPad, iPod, Apple).

During the translation one must take into account environmental, socio- cultural quality and shades of neologisms. There is no need to distort information or to completely avoid the transfer. Significant impact on the quality of translation of neologisms has by whom this translation is done: by qualified translator or person with basic translation skills. Typical errors during the translation of neologisms are omitting of real neologisms, replacing one by others, commenting of minor features [6, p. 574]. None of the methods of translation of new neologisms described above can not provide adequate translation completely. During the transfer neologisms it is quite important to transmit adequate context [5, p. 200].

Thus, the process of translating neologisms can be divided into several stages. There are many ways to transfer neologisms. Neologisms translation process is quite complex, effort consuming and require certain skills. It was determined the following main means of transmission of neologisms: selection of analogue, transcription and transliteration, descriptive manner, tracing, direct inclusion. Each way has its own characteristics and requirements. It is appropriate to combine the above listed methods for accurate and adequate transmission tumors. The most common method of translation is descriptive method.

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