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# **ACTUAL PRIORITIES OF MODERN SCIENCE, EDUCATION AND PRACTICE**

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## FEATURES OF UKRAINIAN TRANSLATION OF MODERN LEXICAL INNOVATIONS IN THE ENGLISH MEDIA DISCOURSE

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**Abstract.** The paper is devoted to the features of Ukrainian translation of modern lexical innovations in the English media discourse. It is distinguished that paradigmatic relations, gender, collocation and innovation itself may effect on the Ukrainian and/or English variant of translation. Examples of different types of translation with explanations are included in the paper.

**Key words:** lexical innovation, media discourse, features of translation.

**Introduction.** Lexical innovations always have been in the center of linguistic attention. But one of the humans' abilities is to proceed and go forward. Vocabulary also develops with that improvement. That's why the aspect of translation study of lexical innovations in modern English media discourse requires studies solving many problems. This defines **the relevance of the research**.

**The aim of the study** is to identify Features of Ukrainian translation of modern lexical innovations in the English media discourse.

**The object of the research** – lexical innovations in the modern English.

**The subject of the research** – ways of rendering of translation features of lexical innovations in English media discourse.

The aim of the study requires defining features of reproduction of lexical innovations in the English media discourse in translation.

**Study material** is electronic resources such as Aboutwords. A blog from Cambridge Dictionary[1]; Urban dictionary[2] and Word Spy. The Word Lover's Guide to New Words[3].

**Results and Discussion.** In linguistics, there is no clarity among differentiation of criteria that can help to distinguish specific group to which new words belong. These groups can be occasional word, lexical innovations, individual author's neologisms, neolexis and many others. Every term represents some aspect of newly created linguistic unit. In the paper we use Y. Zatsnyi's definition of Lexical innovations that are words or word combinations or new meanings or shades of meanings that appear in the language [4].

Lexical innovations reflect current events, phenomena and trends that appear in our world. The source of these information is mass media from which we learn about new things that occur in our world.

Any change in the vocabulary affects systemic relations. In the language, new lexical innovations that can have similar or controversial meaning appear. They are synonyms and antonyms. In turn, some generic words obtain new meaning and become lexical innovations causing the appearance of homonyms.

This peculiarity of lexical innovations defines the complexity of translation. The first and the most common way of rendering lexical innovations is transcription or transliteration. For Example, *Finsta* is one of a few examples when lexical innovation has a synonym and antonym among generic words. Lexical innovation completely differs from connected to it words “Public/private account”. It is preferable to preserve this difference in translation.

Combination of words «fake» and «Instagram» that in word-by-word translation means «фейковий інстаграм» is acceptable both in source and target languages. Taking into account the context we can combine those two words in Ukrainian. As a result, there should be no questions from the reader and they will understand everything clearly. Great appeal of the words from social media sphere lets translator use transliteration while translating lexical innovation.

Such lexical innovation as *Hepeating* not only enters into paradigmatic relations, creating synonym among lexical innovations *Bropropriation* but also includes gender component in its word pattern. In the process of translation of the gender-marked lexical innovations the main translator’s task is to render the gender component into Ukrainian translation. Gender component «he» can be easily rendered with the means of the target language. «Його-повтор» is a calque from its word-building structure we can understand that the innovation is about the men’s repetition of someone’s idea. *Bropropriation* is a fusion of words “brother” and “expropriation” and it means the same thing as *hepeating*.

When Donald Trump was elected as the President of the USA there appeared a vast amount of lexical innovations that is connected as well as with his supporters and likeminded people as with his haters and foes e.g.: *trumpalo*, *trumponomics*, *trumpadour*. Usage of the calque allows the translator to get a brief and simple translation correlated to the source word.

Another example of lexical innovations is *Funsultant*. It has two synonyms among lexical innovations – *vibemanager* and *Chief Happiness Officer* with a meaning of someone whose job is to create a good atmosphere in the workplace. In Ukrainian business such occupation doesn’t exist so it may be hard for a recipient to understand the meaning of the innovation. It is better to use descriptive translation for complete explanation of the meaning.

Lexical innovation *Bremoaner* is a phenomenon of political sphere of usage that belongs only to Great Britain. Such word doesn’t exist in the target language therefore we use descriptive translation that explains the word in full and makes it understandable for the recipient. Taking into account structural component of the lexical innovation, descriptive translation literally renders the meaning so there won’t be any misunderstanding in context.

Lexical innovation *Equel* is a book that features some elements of a previous book, such as characters and places, but tells a separate story that is not connected. Innovation has homonym among generic words – *equal* – that means a person or thing that is the same as another in the status or quality. In order to prevent misreading and be sure that a reader completely comprehends the definition, we suggest using descriptive translation.

Method of direct inclusion is a way of translation in which the word remains in English in the target language. This method is used only when the word can not be translated in any other way.

For example, *WhatsApp Diplomacy* is a lexical innovation from the sphere of social media. WhatsApp is a messenger for smartphones that is used all over the world by billions so the usage of the word in its original form doesn't change the meaning.

Other item for research is *Amazon effect* that is a lexical innovation from the sphere of trade. Amazon is a multinational technology company focusing on e-commerce, cloud computing, and artificial intelligence. There is no other way of rendering this innovation there for method of direct insertion is used.

There are some lexical innovations in the English language that have found their reflection in the Ukrainian language. It means that during translation we can use generic words in target language.

Ukrainian word «Телемарафон» is frequently used. In the English language there appeared lexical innovation from the sphere of social phenomena *Bingeracing*. This innovation is translated into Ukrainian using the generic word, that is not a lexical innovation.

Lexical innovation from the sphere of family and relations «*sleep divorce*» is a synonym to the well-known phrase «to sleep separately». Lexical innovation with similar meaning doesn't exist in the Ukrainian language thus we use contextual change «спати окремо».

**Conclusion.** Lexical innovations can have different degree of significance to the recipient. They can be either essential and required in the language or unimportant so they can be omitted from the context or replaced with a generic word. Adequate and understandable translation depends on the word itself and its pragmatic relations.

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