

У висловленні мовець може використовувати варіантні моделі конструкцій із тим самим змістом, що є похідними, утворюваними внаслідок синтаксичної деривації. Кожна самостійна частина мови вможливує варіантність аж до поступової зміни функційного призначення у вторинній уже функції. Тому в дослідженні ознакових слів, належних до центральної зони функціонування і до віддалених, периферійних зон, основну увагу зосереджено на їхній первинній функції, але схарактеризовано також і вторинні функції, що відображають особливості ознакових слів.

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LEXICAL-SEMANTIC FEATURES OF THE UKRAINIAN TRANSLATION OF HISTORICAL REALITIES IN ENGLISH-LANGUAGE ELECTRONIC HYPERTEXTS

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In the process of mass communication, the Internet plays a special role, because its use makes it possible to create operational and universal data exchange systems. At the same time, the strategic importance of information involves not only its textual expression, but also the use of non-verbal means, including sounds and images. It is such information that makes it possible to create, store, process and transmit information, as a result of

which there is room for further technological development and new opportunities for each user. Thus, after the popularization of the Internet, there is a popularization of hypertexts, including for its study in the scientific community.

The fact of the existence of hypertexts has long been known to mankind, since a large number of reference books, thesauruses, dictionaries, encyclopedias include various references that are recognized as documentation with a non-linear structure. This form of presentation of the material is characteristic mainly for religious texts, in which a huge number of footnotes, references, comments, explanations, etc. are widely presented. The most famous and most striking example of such a construction of the text is the Bible, which is composed of two separate Books, which, in turn, are divided into "verses" that have end-to-end numbering within a certain edition. In most poems there are references to other terms of the same or other books, as a result of which its content can be explored "non-linearly", choosing the sequence of reading at one's discretion, using references, depending on the purpose and goals that the reader sets for himself. It is appropriate to note that each verse in the Bible acts as a coherent phraseological unit, the use of which contributes to the proper disclosure of microthemes [1].

The existence of hypertext information space was repeatedly pointed out by P. Otle, who expressed his own vision of the idea of hypertext technology back in 1908. Thus, the researcher noted that books, and especially in the forms in which they are presented in modern society, act as one of the specific means of organizing scientific processes. In connection with the intensification of the processes of scientific development, scientists were told about the existence of a single universal book, which includes the entire volume of printed materials, and separate elements are books, magazines, publications, etc [2].

As a metaphor for hypertexts, it is possible to consider a certain labyrinth, the existence of which implies the presence of an easy entrance, but the impossibility of getting back out. Hypertext is in fact the same phenomenon, as it is characterized not only by a more complex organizational structure than the usual printed text, by polyphonicity, by internal diversity, in combination with the closedness of space. Despite this, hypertexts became more widespread only after the advent of computer technologies and the latest software, thanks to which there is a real opportunity for creating and processing hypertexts [3].

If we take as a basis the relationship "text" – "discourse", then in the relationship "hypertext" – "Internet discourse" similar characteristics are observed. Thus, Internet discourse is characterized by the presence of a large number of structural features, one of which is the presence of hypertext. That is, the Internet discourse is presented in the form of independent texts, which are aimed at the spontaneous development of events, and not a clear fixation.

Fragmentary hypertexts, which are combined into a single phenomenon by using various transitions between texts, act as a simultaneous and convenient visual form, as well as a way of expressing computer forms, as a result of which the materiality of intertextuality is achieved. Despite the fact that Internet discourse is characterized by the presence of a large number of genres and discursive formats, the hypertext system includes texts aimed at any traditional genre [4].

The category "hypertext" was applied by I. Bush in his essay "How we can think" in 1945, presenting it in the form of a memex. The latter is the definition of a potential prototypical form of hypertext systems, which is represented as a device in which a person stores his own books, notes, contacts, etc. In the modern world, it is customary to call it a cloud service. As noted by the author himself, the use of memex provided an opportunity to expand and supplement the memory capabilities of any person. Later, it was this concept that had a significant impact on the development of the first hypertext systems, which also contributed to the creation of the World Wide Web [6]. The concept of "hypertext" was concretized and introduced into scientific circulation by T. Nelson in 1965, who considered the studied category as one of the methods of information organization in the form of a network of interacting elements, which is explored by the reader using non-linear methods [5].

English terms in texts translated into Ukrainian testify to the emergence of a globalization strategy of translation caused by the global significance of the English language. Their use is not simply to add a foreign touch, but a way to facilitate the identification of subjects known by their English names in the modern world. However, according to the position of some scientists, globalization is not the only trend that affects the translation of news [6]. It interacts with localization, which consists in the adaptation of international content to the expectations of a regional audience, which is broader than the observance of local literary canons provided by the strategy of domestication [7]. The distinction between globalization and localization strategies for the translation of media texts arises under the influence of the glocalization trend of world development, which means the simultaneous

emergence of both universalization and particularization trends in modern social, political, and economic systems [1]. The tendency towards glocalization indicates that the translation of news texts from English into national languages depends on the global or regional status of the events covered. Achieving all the above goals and objectives is possible by using EGT when publishing messages on various web portals.

An extended generalizing translation strategy, implemented by additional affirmative sentences, clarifies the information omitted in the English title or relates it to the state of affairs in Ukraine against the global background suggested by the original. For example, "Covid: EU starts mass vaccination in "touching moment of unity" – "EU starts vaccination against Covid-19. What about Ukraine?" A comparison of the title in English and its translation in Ukrainian reveals differences in equivalence at the levels of disposition and elocution: titles in both languages consist of two utterances, but of different kinds. In the original, attention is drawn to the unit Covid, which means a global threat, and in the translation, the abbreviation "EU" stands in the foreground, denoting the goal of the future development of the country [7].

Nudging components of the Ukrainian title variants also offer more specific information designed to encourage the local reader to refer to the text. For example, "Coronavirus spreads to Antarctic research station" – "Coronavirus has reached the last continent. 36 polar explorers fell ill in Antarctica." At the level of fiction, the content of the two headlines seems more or less equivalent to the Ukrainian translation, which prompts the reader to the text with a statement about the number of sick people: 36 polar explorers fell ill in Antarctica. At the speech level, the translation emphasizes the reference to the same territory with two units, namely the last continent "the last continent" and "Antarctica" [8].

Nudge questions force recipients of translated headings to turn to the text for an answer. For example, "Bitcoin tops \$34,000 as record rally continues" – "Bitcoin hit a record \$30,000. How long will the growth last?" (January 3, 2021). A comparison of the titles in English and Ukrainian reveals two features of the translation. First, in the original and the translation, the attention-grabbing positions are filled with different numbers: \$34,000 and \$30,000, respectively. The original gives the real figure, while the translation indicates a milestone of \$30,000, although the text in Ukrainian also refers to the figure of \$34,000: And on January 3, the value of Bitcoin rose to \$34,000. The difference seems to depend on the number of audience members interested in cryptocurrency globally and locally: the former are

the majority who need precise numbers, while Ukrainians are few and far between in this field of activity. Secondly, the nudge component of the English original refers to a new period of currency strengthening, while the Ukrainian translation calls into question its future, arousing the interest of local residents [7].

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