



CHALLENGES OF TRANSLATING NEOLOGISMS

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Article history:	Abstract:
Received: 30 th January 2022 Accepted: 1 st March 2022 Published: 19 th April 2022	This article provides information on the Challenges of translating neologisms, transliteration of unpronounced sounds, transliteration of abbreviated vowels, transmission of double consonants.
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In translation theory, there are several ways to translate English neologisms into Russian. Transcription, transliteration - these are quasi-translation methods of transmitting neologisms. They are so named because when using these methods, the act of translation is bypassed and replaced by the act of taking the form of sound (during transcription) or graphic (during transliteration) along with the meaning of the word from FL. TL. However, the fact that this technique is not translated is only obvious: in fact, borrowing here is done for the exact translation as a necessary condition for its implementation. The resulting word becomes a TL fact and works as the equivalent of a foreign word that is outwardly identical to it. In fact, this path is the oldest and most common in the natural (pre-written) language communication phase, but continues to play an important role even today. True, the use of this method in our time is associated with a number of limitations (language policy, stylistic norms, traditions of different sociolinguistic groups, etc.) .Transliteration method - Russian to convey the letters that make up the English word use of letters, for example, put - "put" (option), Nikkei - "Nikkei" (index of stock exchange rates on the Tokyo Stock Exchange) and others. . Transliteration was widely used by translators until the end of the 19th century. To do this, the translator did not have to know the pronunciation of the English word, and he could limit himself to visual perception. common. Due to the significant difference between the phonetic systems of Russian and English, such a transmission is always a bit arbitrary and only repeats the similarity of the English sound.

The translator must always keep in mind that there is an element of transliteration when using the transcription technique. Elements of transliteration during transcription are found in:

transliteration of unpronounced sounds,
transliteration of abbreviated vowels,
transmission of double consonants,

if there are multiple pronunciation options, select the option that is closer to the graph. There is a separate section for tracing between actual translation methods, which occupies an intermediate position between fully translated and non-translated methods of transmitting neologisms. The "non-translation" of tracing is manifested in the preservation of the immutable internal form of the word (see Preservation of the immutable external form in non-translational transmission). Kalk assumes that there are two-way interlingual correspondences between elementary lexical units, which are used to recreate the internal form of a word taken or translated as "building material". A classic example is the neologism "skyscraper" - a skyscraper. But since the word was a peculiar noun in the context, the translators were faced with the task of giving the word a peculiar name, which translators translate it into using the connecting vowel of the Russian language, and in translation. Wingfoot is Krylonog (the fairytale hero of Tolkien's "Lord of the Rings" trilogy) .Tracing as a method of creating an equivalent is like a literal translation - the equivalent of a whole is created by adding the equivalents of its components. The advantage of the tracking technique is the brevity and simplicity of the equivalent obtained by it and its clear correlation with the original word, the complete return of correspondence. Although track-paper equivalents are "suffering" from literalism, brevity and potential terminology make them very attractive for use in newspapers and journalism and the social sciences. Descriptive equivalents imply vague ways of conveying neologisms is radically different, because in the methods of describing neologisms, the translation invariant is the meaning of a foreign language unit, regardless of the nature of its connection with the external structure. if the translation invariant in the search for a word is a form of a foreign language unit (but not a sound or graphic, as in transcription or transliteration, but lexical or lexico-morphological), the content side seems to remain the same."out of parentheses." In other words, a

descriptive translation is to convey the meaning of an English word using a more or less general explanation. This method can be used both to explain the meaning in a dictionary and to translate neologisms in a particular text. everyone knows that the stock market has to respond very quickly to supply and demand and set a price. ahead of competitors, don't shout, it's just not possible. However, this method of transmission (and even more so transcription or transliteration) is unacceptable because it does not reveal the meaning of the word. In this case, descriptive translation would be the most accurate method. Thus, the meaning of the term can be explained in a sufficiently authoritative explanatory dictionary of FL. Thus, in the Oxford Dictionary (1993) for the business world, the meaning of the term open protest is interpreted as "meeting of commodity brokers with dealers to conclude a deal". Usu traders. make a circle around the person who shouts bids and offers "and in this case the translation sounded like this: the method of exchange trading through direct communication between the seller and the buyer. The descriptive translation method discussed in this example can be called an explanation because the equivalent explains important elements of the meaning of the translated word. The explanatory translation is closer to the interpretation of the word, but it still remains a translation and is suitable for use in real text. The method of descriptive translation can be done in another way. Substitute translation is a method of conveying a neologism, in which a word (or phrase) already existing in the TL is its used as an equivalent, which is not a neologism in it, but has enough commonality of meanings with the original word. A pair of lexicographics Examples of such a complete matching of the volumes of values within the compatibility can be: order interval - "order cycle" (interval between consecutive orders), controlled floating rate - "adjusted floating rate". compatibility is a relatively rare condition. Often, when a substitution occurs, a semantic transformation occurs, i.e.. The word IYa is given by the word PYa, its meaning differs in size or content. This transformation can be concentric or offset. In the first case, a narrowing or widening of the meaning is observed when the word IL is replaced by the TL equivalent. In the second case, there is a complete mismatch of meanings of pairs of words that are interconnected in terms of content.

"out of parentheses." In other words, a descriptive translation is to convey the meaning of an English word using a more or less general explanation. This method can be used both to explain the meaning in a dictionary and to translate neologisms in a particular text. everyone knows that the stock market has to respond very quickly to supply and demand and set a price. ahead of competitors, don't shout, it's just not possible. However, this method of transmission (and even more so transcription or transliteration) is unacceptable because it does not reveal the meaning of the word. In this case, descriptive translation would be the most accurate method. Thus, the meaning of the term can be explained in a sufficiently authoritative explanatory dictionary of FL. Thus, in the Oxford Dictionary (1993) for the business world, the meaning of the term open protest is interpreted as "meeting of commodity brokers with dealers to conclude a deal". Usu traders. make a circle around the person who shouts bids and offers "and in this case the translation sounded like this: the method of exchange trading through direct communication between the seller and the buyer. The descriptive translation method discussed in this example can be called an explanation because the equivalent explains important elements of the meaning of the translated word. The explanatory translation is closer to the interpretation of the word, but it still remains a translation and is suitable for use in real text. The method of descriptive translation can be done in another way. Substitute translation is a method of conveying a neologism, in which a word (or phrase) already existing in the TL is its used as an equivalent, which is not a neologism in it, but has enough commonality of meanings with the original word. A pair of lexicographics Examples of such a complete matching of the volumes of values within the compatibility can be: order interval - "order cycle" (interval between consecutive orders), controlled floating rate - "adjusted floating rate". compatibility is a relatively rare condition. Often, when a substitution occurs, a semantic transformation occurs, i.e.. The word IYa is given by the word PYa, its meaning differs in size or content. This transformation can be concentric or offset. In the first case, a narrowing or widening of the meaning is observed when the word IL is replaced by the TL equivalent. In the second case, there is a complete mismatch of meanings of pairs of words that are interconnected in terms of content..

Thus, the analog is always wider or narrower than the corresponding reality. It is conditionally equated to reality because it has a common semantic core.SP. Romanova advises ignoring the differences, but in a context where the peculiarities of reality are emphasized, the translation using an analog may seem at least strange: We came to the pharmacy to have a cup of coffee. (We went to the pharmacy to have a cup of coffee.) Local scientist R.K. Minyar-Beloruhev presented translation as a process that takes place in the form of mental action and consists of the re-creation of a speech work (text or oral statement) that takes place in one source language (FL) in another translated language (TL).) .In other words, translation is the re-expression of the original text in another language.Translation of non-neologistic texts has its own characteristics. These features are in the presence of a number of specific problems. Many words that were neologisms for 19th century man have become common words for our contemporaries. And some simple words of that century became archaism. E. In A. Need's view, "translation consists in conveying the closest equivalent with respect to meaning and respect to style".

The main difficulty in translating neologisms is to understand the meaning of the new word. In fact, translating a neologism whose meaning is already known to the translator is a relatively simple task, depending on which words the neologism belongs to, which can be solved using the following methods. If not in the name, you should try to find it in an

English-English annotated dictionary. Many well-known dictionaries have sections of new words. It is recommended to use the latest dictionaries. Many neologisms can be found in dictionaries and slang sections. It is important to keep in mind that small and medium-sized dictionaries are the fastest to prepare and publish, but because of their limited vocabulary, they cannot meet their professional needs. 184, Krupnov V.N. Translation course. - M.: High. school, 1979. - 231 p.,]. However, dictionaries, for objective reasons, cannot fully reflect all newly emerging words in their dictionaries, only lexicographers must be careful not to include neologisms called "sometimes" in names, i.e., individual neologisms introduced by individual authors for this condition. Such words often turn out to be "unlivable" and quickly disappear as they appear. Determining the meaning of a neologism involves taking into account the context in which the translated units of the original are used. First of all, it is necessary to determine in what sense this unit will appear in the original. Most language units are polysemantic, but in context they appear, as a rule, in one of the potentially possible meanings. Comparing the potential meanings of commonly used language units allows us to determine how each of them is used in a particular sentence. Within the general concept of context, a narrow context (microcontext) is distinguished. Narrow context refers to the context of a phrase or sentence, that is, the language units that make up that unit environment within a sentence. The broad context refers to the linguistic environment of a particular unit that goes beyond the scope of the sentence; it is the context of the text, i.e. the sum of the linguistic units in the interchangeable sentences. The exact scope of the broad context cannot be determined - it can be the context of a group of sentences, a paragraph, a chapter, or even an entire work (e.g., a story, article, or novel). When defining the meaning of neologisms, it is important to consider only the macro context, as it may contain "advice". The narrow context, in turn, is divided into syntactic and lexical contexts. A syntactic context is a syntactic structure to which a given word, phrase, or subordinate clause is applied. A lexical context is a set of specific lexical units, words, and phrases in which this unit takes place. is a lexical context that is crucial. The translation features of each new word depend on what type of words it belongs to (terms, nouns, synonyms of words with Russian correspondence, etc.). However, a characteristic feature of neologisms is that in them, the rule As such, there is no correspondence in Russian, and such correspondence appears for the first time in the process of translation practice. The exception is neologisms that are not in English and have civil rights in English and Russian. To translate such neologisms are usually used appropriate Russian neologisms: Blitzkrieg, Kagulari, Wehrmacht, Quisling, etc. These neologisms complement the international vocabulary. When translating new words, different translators sometimes give different translations. When a new word is translated independently of each other by several translators at the same time, this inconsistency is inevitable in the first place. However, the practice of translation gradually produces a "natural selection" of the options offered, and ultimately includes only one of the most suitable games for the Russian language. When the translation of a neologism first appears, it should not be taken as the final thing. For example, war criminals were translated war criminals in 1946, and only over time developed a translation war criminals. The same is true with neologisms like the American Committee. If we refer to magazine and newspaper articles from 1946-1947, we see the following options for translating this neologism into Russian: a) Non-American Committee, b) Non-American Action Committee, within) American-specific commission to investigate non-actions. The first two of these three variants, of course, failed and disappeared, and the third variant, the most successful, survived. He should try not to eat or at least stick to one of them to reduce it.

The created and universally accepted version of the translation of neologisms becomes a phenomenon of the Russian language and therefore translators have a great responsibility to maintain the purity and clarity of the mother tongue. The main difficulty in translating neologisms is to understand the meaning of the new word. In fact, translating a neologism whose meaning is already known is a relatively simple task, which is solved using known translation methods and techniques, depending on which words the neologism belongs to.

The following steps can be taken in the process of translating neologisms:

a) Using an English-English dictionary

If the new word is not in the English-Russian dictionary, you should try to find it in the English-English annotated dictionary. English-English dictionaries have special New Words sections. In this case, it is better to use a dictionary published in recent years, as the section on neologisms is usually significantly supplemented by reprints. However, not all neologisms can be found in dictionaries, as no dictionary can be "blacked out" by the continuous development of the lexical richness of a language.

b) Understand the content of the neologism from the context

Often, it is necessary to understand the meaning of a neologism from context. It is important to control the use of neologisms in the press.

c) Analyze the structure of the neologism to understand its content

New words do not appear in the language from the beginning, they are formed on the basis of existing words and morphemes. Analyzing the meaning of such words and morphemes is of great help in understanding the meaning of neologisms. Translation of neologisms indicates that they should be reconsidered and expressed in another language directly or through explanations. If the language being studied does not have a direct equivalent of this or that event, it

is possible to describe the event or convey its phonetic or spelling form. Thus, the main methods of translating neologisms are:

- 1) transcription;
- 2) transliteration;
- 3) observation;
- 4) descriptive translation.

1) Transcription is based on the phonetic principle, i.e. the transmission of English word sounds with Russian letters. Examples:

offshore company - an offshore company;
block buster- blockbuster;
nishon- nishon;
plakat- plakat.

Many scientific and technical terms are also translated as follows:

joy stick - joystick;

notebook;

design- design;

2) Transliteration is based on the transmission of a graphic image, i.e. the transmission of letters. Transliteration is used to transfer new, recently emerging and non-equivalent relevant names (brand names, trademarks) in the target language:

Layetana Company - Laietan Company; Coldpoint Ltd.– Coldpoint Ltd .;

features of social life and material life:

Resume; restart - conclusion; reception - reception; hold- hold; tender- tender;

scientific and technical terms:

multimedia- multimedia; adapter- adapter; modem- modem; smart-card- smart-card, trigger- trigger.

3) Observation, which is often used to convey neologisms, i.e. the creation of a new word, phrase, or compound word to identify a relevant topic based on elements and morphological relationships that actually exist in the language.

For example: global rural- world rural;

certificate of origin - certificate of origin;

container ship- container ship;

connection editor- link editor.

4) Descriptive translation. There are no words in languages that cannot be translated to describe their meaning in another language. The choice of the most successful translation solution is determined by the context.

Some general words, terms are translated only as descriptive:

auto-core - automatic adjustment of the interval between characters;

monorels- single rail suspension rail

Conclusion:

The translation features of each new word depend on what type of word it is, whether it is a term or a noun. Also, the peculiarity of the translation of neologisms is that they do not have correspondence in Russian. basic methods of translation include transliteration, transcription, tracing, descriptive translation, and direct input. But the most common are transliteration, transcription, and tracing. Descriptive translation methods and the direct input method are used only if the first three methods do not match or do not give the desired result.

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