

It is well acknowledged that social networking has more advantages than disadvantages. Positive outcomes are primarily seen through enhanced vocabulary, better pronunciation, improved scanning skills when reading online content, etc. The most severely impacted area is writing abilities. It is crucial to teach the next generation of users of information and communication technology how to use it responsibly and to incorporate fewer acronyms in their academic papers to reduce the detrimental effects of social networks on English language competency.

References

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TRANSLATION OF ETHNO-CULTURAL LANGUAGE UNITS

Cultural equivalence and the correct choice of labelled linguistic units in translation are key issues for ensuring adequate understanding of the text by the reader. This is especially true for ethnically labelled terms, phrases and concepts. Ethnocultural linguistic units are words, expressions

or concepts that reflect the unique aspects of a particular culture, its traditions, customs, beliefs, etc. They appear in the language under the influence of historical, social, religious and other cultural influences, as well as due to the unique living conditions and experience of each people or group. The cultural context has a significant impact on the perception of a text, as it determines the meanings, connotations and associations that are attributed to certain words or expressions in a language. It includes cultural norms, values, traditions, history, and other aspects that shape people's perceptions of the world around them. A translator must take into account the cultural context to convey not only the words, but also the specifics and connotations of cultural meaning. For example, breaking the ice in English means "starting a conversation in a tireless or unfriendly environment" [1, c. 33].

Ignoring the cultural context can lead to the loss of cultural aspects of the text, misunderstanding or even distortion of its meaning. The main problems that translators face when trying to reproduce ethno-cultural aspects in translation are the following: a) lexical and semantic equivalence. It is often difficult to find an exact lexical and semantic equivalent of ethno-cultural terms due to their uniqueness and specificity. For example, the Ukrainian proverb "The soul hurts", which means strong feelings and suffering, may be difficult for a translator to find an exact equivalent in another language, as its meaning may be unique and has no direct equivalent in other cultures. b) Cultural norms and values. The translator must take into account the cultural norms and values of both the source and target cultures in order to convey aspects that may have different meanings in different cultures. For example, in Chinese culture, the ritual of showering the newlyweds with money is a symbol of wealth and prosperity in their new married life. However, in some other cultures, it may be perceived as an unconventional or even unpleasant act. c) cultural realities. Some aspects of the cultural context may be unique to a particular culture, and their reproduction in translation may be difficult due to the absence or rarity of analogues in the target culture; d) nuances of stylistic tone. Ethno-cultural expressions often have their own specific style and expressiveness, which are difficult to convey in translation; e) avoiding stereotypes. The translator should avoid stereotyping or simplifying ethno-cultural aspects and instead take into account their diversity and complexity [2, c. 195]. Cultural sensitivity and understanding are important attributes for achieving an accurate reflection of ethno-cultural aspects in translation. These qualities help a translator understand the subtleties and nuances of the cultural context underlying a text and allow them to adapt this context to the language and culture of the target

audience. This requires learning about the traditions, values, history, social norms and other aspects of that culture. Only with such a comprehensive understanding can a translator reproduce ethno-cultural aspects with accuracy and adequacy in the translation text.

References

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LEXICAL AND GRAMMATICAL TRANSFORMATIONS IN TRANSLATION

The modern world is progressing at an incredible speed, and the people who live in it do not lag behind this development at a single step. Already in ancient times, society needed the establishment of international relations with other countries. And translators played a big role in this matter. Nowadays, specialists in this field have reached a new level thanks to the improvement and transformation of their skills in this field. Professionals in this field skillfully use their background knowledge, which in turn should be broad, and also aptly apply translation transformations.

Currently, there is a fairly large number of works on the study of lexical and grammatical transformations, both by our domestic and foreign scientists. Here are some surnames of the scientists mentioned above:

V. Karaban, A. Shveitser, I. Kobyakova and others.

The sincere goal of any translator is to achieve a correct and adequate translation. This, in turn, depends on how the language mediator applies translation transformations that can change the structure of the