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NEOLOGISMS' SIGNIFICANCE IN TRANSLATION

Modern translation covers a diverse range of cultural, linguistic, and sociological aspects and peculiarities of both source and target languages. It is a well-known fact that nowadays progress and discoveries in the translation field are as rich as ever. However, languages are constantly changing, thus requiring philologists and translators to improve their skills and enrich their knowledge. Such alterations can be caused by multiple factors such as simplification, cultural changes, the creation of new words that describe the invention of new technologies, scientific discoveries, and historical events. The latter is clearly illustrated by the phenomena of neologisms.

This term is not in any way new to philologists, as it was first used way back in the latter part of the 18th century [1, p. 14]. Briefly, 'neologism' stands for newly created words, morphemes and expressions. As the definition suggests, it is an unstable linguistic category, as its main

criterion is novelty, which, naturally, passes over time. Its origin's period also helps to comprehend the issue, as the words that would have been considered neologisms in the 18th century are either commonly used or outdated nowadays.

The significance of neologisms in modern-day life cannot be overestimated. New words surround us daily in every aspect of our life, scientific and professional areas, politics, work and study spaces, casual conversations and leisure activities. As it may seem easier for translators and philologists to deal with new words with almost unlimited resources provided by the world wide web, they still have to face various hardships and obstacles while working and studying newly created words and terms.

The most common issue is the attitude that society has towards neologisms. It is thought, yet in fact, the reaction of publicity is often vehemently opposed to new words and terms. The main rationale behind this is the so-called "pollution" of language. Some groups of people simply refuse to use new words since they originate from other languages, most often English. And translators, being part of society, either face immense pressure or share the same opinion, hence it impacts the way language develops and causes a detrimental impact on natural linguistic processes and progress. To prevent it, translators and philologists must follow proper ways and techniques of neologisms translation [2]:

1. **Transliteration.** The concept of transliteration requires replacing letters of the original language with respective letters of the target language according to its rules. The structure of the word usually remains relatively similar to the original, but it sounds different and looks different. E.g, the English neologism 'telephone' was transliterated into Greek as τηλέφωνο, and each of the characters was strictly selected according to Greek orthography and spelling rules.

2. **Transcription.** It is similar to the previous technique, yet the main difference is that the main objective of transcription is to imitate the way words sound. This method follows orthographic rules less strictly and often adapts them to stay as close to the sound of the source language as possible. E.g, in Japanese such neologism as 'globalization' was borrowed from English. Although it is written with the help of Japanese hieroglyphs (グローバルイゼーション), it sounds like 'guroobaruruzashon' that is clearly phonetically similar to the original.

3. **Calquing.** This technique is not multipurpose, as it is used when words and word combinations and their meanings match in both the source and target language. Such modern phenomena as cancel culture is a great example of a neologism that can be easily translated into almost every language since it consists of basic words and can be literally word by word.

E.g, in Spanish: la cultura (= culture) de la cancelación (=cancel), in Ukrainian: культура (= culture) відміни (=cancel), etc.

4. **Description.** The main concept of this method is giving a stylistically proper definition, description or explanation of neologism. It is reasonable to use the descriptive method when the target language has no equivalents or analogues for the neologism yet. The main difference between the usage of transliteration/transcription and description is that the first two are used in cases of already well-known foreign words or proper names (e.g social network, product or brand names, etc.), and it is inappropriate to blindly transform words that are not established in the target language. But by explaining new words and terms it is possible to prevent confusion that otherwise recipients may receive. It is also possible to combine the above-mentioned techniques to start the process of neologism's integration into new languages.

5. **Analogy.** This technique should be used when the neologism is not borrowed from other languages and has its variant in the target language. Thus, the task of the translator is to find a word or phrase that matches the meaning of neologism in the source language. E.g. the names of household appliances once used to be neologisms, but the majority of languages have their analogue words for the devices.

Summing up, we can say that although translators and philologists are familiar with the term 'neologism', the practical side of the subject creates several dilemmas and difficulties. Neologisms' existence and 'life cycle' are eternal, they are constantly emerging, developing and changing, thus the issue of their translation is still urgent and relevant these days, and it always will be. Yet, simply following already existing ways of translation, and ignoring exploration of past examples not only lead to missed opportunities but also affects the development of philology in general. Hence, one of the main objectives for modern translators and philologists is to find new ways to translate or adapt neologisms.

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INNOVATIVE TECHNOLOGIES FOR LEARNING LANGUAGES

One of the important directions of the state educational policy is the integration of Ukrainian education into the European and world educational space. Today, the study of a foreign language is an important component of the professional training of various students' profiles. Teachers need to know the latest methods of teaching a foreign language, special teaching techniques in order to choose the right method according to the level of knowledge and interests of students.

The organization of the educational process in foreign languages at the current stage involves the improvement of foreign language communicative competence in various types of speech activity. To determine what we need to learn a foreign language effectively, we must first understand what we put into this phrase. Any action is considered effective if its goal is achieved within an acceptable period of time. If the terms of each of those who perform any work may be different, the goal in a global sense for all those who study a foreign language is the same: to master the language at a level that allows communication.

Modern innovative technologies in education are the use of information and communication technologies, project work, work with educational computer and multimedia programs, remote technologies in learning foreign languages, creating presentations in the Microsoft PowerPoint software environment, using the resources of the worldwide Internet. These technologies help implement a person-oriented approach in education, provide individualization and differentiation of education taking into account human abilities, all levels of knowledge.

Innovative methods of teaching foreign languages which are based on an innovative approach are aimed at the development of self-improvement of the individual and at the disclosure of his reserve capabilities and creative potential.