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FEATURES OF INTERNET SLANG TRANSLATION

The relevance of this work lies in the dynamism of the development of computer technologies and the increasing popularity of the Internet, which causes the process of constant emergence of new words in the language to denote new concepts, or assigning new meanings to old words in relation to new phenomena; the need to study the mechanisms by which the processes of emergence of new words and meanings in modern English occur.

The scientific and technological revolution, covering more and more new spheres of life, and the interaction of all sciences associated with it leads to an incredible development of various types of relations between states and foreign-speaking societies. The influence of the Internet is reflected not only in a significant quantitative growth of the vocabulary of the English language, but also in qualitative changes in the links of the lexical and semantic system. At the same time, the process of Internetization of many aspects of everyday life is accompanied by a large-scale determinologization of new vocabulary associated with modern technology.

The results of semantic processes and changes caused by the information revolution find their embodiment in linguistic phenomena that increasingly permeate the language, affect existing semantic subsystems and groupings. The key units of the “inforevolution” are transformed into centers of word and phrase formation, becoming dominant elements of branched lexical and semantic paradigms. The relevance of processes and phenomena correlated with the modern stage of scientific and technological progress determines the desire to reflect the corresponding concepts with variable linguistic means, creates the phenomenon of attraction of synonyms around these concepts [1], [2], [3].

Internetization has made significant changes in the word formation system, has given rise to a number of new highly productive word-forming elements. New vocabulary and phraseology, which arose in connection with the information

revolution, in particular, with the widespread use of the Internet, currently permeates the language of many spheres of social life and reflects new social, psychological and other problems, negative consequences and side effects of the current stage of scientific and technological progress. In these conditions, the demand for translation as a means serving technical, socio-political, scientific, cultural-aesthetic and other relations between peoples is growing extremely.

If you look at the numerous magazines that cover the latest developments in the computer technology market, it becomes clear that more or less significant developments appear almost every week. In the conditions of such a technological revolution, each new phenomenon in this area must receive its own verbal nomination [3].

And since almost all of them (with rare exceptions) appear in the USA, they naturally receive it in English. Due to the lack of translated versions of such terms in the Ukrainian languages, specialists often have to use the original terms.

There is a so-called filling of lexical gaps with the help of English terms. The lack of a sufficiently standardized terminology in this field in the language, the abundance of corporate and advertising terms have caused the emergence of a large amount of corresponding slang.

Conclusion. However, in the text of the computer industry there is often an element of novelty, which is especially interesting for the reader, but is associated with the use of new terminological abbreviations, not yet recorded in dictionaries. It is clear that such cases can create serious problems for the translator. The main condition for overcoming these difficulties is a detailed analysis of the described phenomenon and its transmission in terms that are already established in science. Current scientific problems, the latest technical inventions and discoveries are covered in printed publications and, above all, in periodicals, to which the translator should refer. Consultation with a specialist in this field can also be of great help.

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