

1. З'ясування значення неологізму (коли перекладач або звертається до останніх видань англійських тлумачних чи енциклопедичних словників, або з'ясовує значення нового слова, зважаючи на його структуру і контекст);

2. Власне переклад (передача) засобами української мови, а саме: транскрипція, транслітерація, калькування, описовий переклад, пряме включення [2, с. 342].

Найбільш повно значення неологізму передає описовий переклад, проте його недоліком є громізкавість й незручність. Застосування цього способу актуально для словників й довідників. Наприклад, *Clickjacking* - процес відстеження активності користувача за допомогою гіперпосилань, за якими він переходив), або *humanitarian intervention* – гуманітарне втручання, тобто втручання гуманітарних організацій у внутрішні справи однієї країни у випадку серйозних порушень прав людини чи у випадку крайньої необхідності гуманітарної допомоги.

Отже, неологізм – це слово, яке має відтінок новизни у порівнянні з іншими словами даної мови, їх вивчає такий розділ мовознавства як неологія. Нова лексика представляє собою результати творчого мислення користувачів певної мови. Неологізми існують на периферії лексичної системи, а це досить мінливий шар лексичної системи. Вони мають пройти певні етапи на своєму еволюційному шляху, аби потрапити до словника загальнолітературної лексики.

Серед продуктивних способів утворення неологізмів виділяють: афіксацію, аббревіацію, телескопію, словоскладання, конверсію та скорочення. Проблема перекладу неологізмів є творчим процесом, проблема їх відтворення належить до проблеми перекладу безеквівалентної лексики. Серед типових прийомів відтворення нової лексики зазначають такі прийоми як: описовий переклад або експлікація, транскрипція та транслітерація, калькування, напівкалькування, пошук аналогу та запозичення.

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TRANSLATING BUSINESS LITERATURE: THE CASE OF A NEW WAY TO THINK: YOUR GUIDE TO SUPERIOR MANAGEMENT EFFECTIVENESS BY ROGER MARTIN

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In the era of globalization, professionals engaging in international markets recognize the significance of skillfully translating business literature and specialized terminology. Business texts serve as invaluable resources, offering insights into diverse management aspects and organizational effectiveness. Among these resources, *A New Way to Think: Your Guide to*

Superior Management Effectiveness by Roger Martin stands out as a comprehensive guide, equipping aspiring leaders with a wealth of knowledge to enhance their management capabilities.

When translating business literature, several key features need to be considered. First and foremost, accuracy is paramount. Translators must ensure that the meaning and intent of the original text are preserved while adapting it to the target language. This requires a deep understanding of business concepts and terminology in both languages. Additionally, translators should possess a strong command of both languages to effectively convey complex ideas and concepts.

When translating business literature, quality is of utmost importance not only from a linguistic perspective, but also from a compliance and corporate responsibility point of view. This is because business literature often contains sensitive information that must be translated accurately and in compliance with relevant regulations and laws. Therefore, it is important for translators to have a deep understanding of both languages as well as subject matter expertise to ensure that the translation is accurate and meets all relevant requirements [2].

One of the challenges in translating business literature is the specialized terminology used in the field. Business terms often have nuanced meanings that may not have direct equivalents in other languages. Translators must employ such strategies as finding suitable alternatives or providing explanations to ensure that the translated text accurately reflects the intended meaning. To ensure accuracy and consistency in the translation process, it is recommended that a translation memory tool be used. This tool stores previously translated text segments in a database and suggests translations for new segments based on previous translations [2]. This can help ensure consistency in terminology across different sections of the text. The examples of business terminology from *A New Way to Think: Your Guide to Superior Management Effectiveness* by Roger Martin that may require special attention when translating from English to Ukrainian include, for example, such phrases as “design thinking”, “blue ocean strategy” and “disruptive innovation”. Some of these may not have a direct translation in the target language, so the translator may need to use a descriptive phrase to convey its meaning.

To illustrate further, we may consider a few more examples of tricky business terms that present a challenge in translation from English to Ukrainian. Thus, the term “cumulative investment” can be translated as «кумулятивні інвестиції»; however, depending on the context, the phrase can also be rendered as «сукупні інвестиції». Similarly, “competitive advantage” can be translated either as «конкурентна перевага» or «конкурентоспроможність», emphasizing the unique strengths that enable a business to outperform its rivals.

In the business context, achieving effective translation goes beyond language skills alone. It necessitates a comprehensive comprehension of economic concepts and specialized terminology. Subject-matter expertise holds pivotal significance in guaranteeing precise and significant translations. Scholars propose that translators equipped with a strong foundation in economics and management can grasp the subtleties and complexities of the texts they are rendering [1].

To conclude, effectively translating business literature and terminology needs an approach to support accuracy and convey the intended meaning. It is crucial for translators to stay updated with industry advancements and be mindful of disparities, across regions. Roger Martin’s *A New Way to Think: Your Guide to Superior Management Effectiveness* serves as a resource in this regard. By understanding the aspects of translating business literature and employing translation strategies professionals can overcome language barriers and gain access to valuable knowledge that enhances their management skills. Translators must navigate context terminology and cultural distinctions while striking a balance between preserving the original meaning and adapting the language for the target audience. The successful translation of business literature

demands an in-depth understanding of the subject matter coupled with the ability to effectively convey the intended message. On a general note, we make an effort to shed light on these challenges and nuances, emphasizing the significance of ability, cultural sensitivity, and domain expertise in facilitating efficient communication, within today's globalized business world.

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THE IMPORTANCE OF HUMAN POST-EDITING OF MACHINE TRANSLATION IN THE MEDIA REALM

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Introduction. Human editing of machine translation plays a pivotal role in the media sector, where accurate and culturally relevant content is essential. In this industry, the need for precision, clarity, and contextual understanding is paramount. While machine translation systems offer speed and efficiency, they often fall short in capturing the nuances and cultural sensitivities necessary for journalism and media content.

Objectives. The objectives of the research are to investigate the impact of machine translation tools on the translation industry and the job market for human translators and editors.

Methods. In today's fast-paced media world, we often depend on machines to rapidly translate content into various languages. However, human editors play a critical role in making sure these translations are accurate and make sense.

Accuracy is fundamental in journalism, and human editors are crucial in upholding it. They correct errors and potential misinterpretations from machine translation, guaranteeing that quotes, interviews, and source materials are accurately translated while preserving their intended meaning. [2]. News articles can have complex language and references that machines might not fully grasp. In cases of breaking news, human editors verify and refine machine-generated translations to provide timely and accurate information.

Media outlets have their own unique styles and tones that make them recognizable to their audiences. Machines can't always capture these unique qualities. Human editors work to make sure translations sound like they should, keeping the voice of the media outlet consistent and trustworthy. Cultural sensitivity is another vital aspect, especially when dealing with topics that touch upon diverse cultural and social contexts. Human editors recognize and address cultural nuances, thereby avoiding misunderstandings or offense. They also adapt content to local audiences, making it relevant and relatable [3].

Quality control is another important aspect of their work. Machine translations can still have grammar problems and awkward phrasing [1]. Human editors fix these issues, making the translated content look more professional and readable. In the media sector, credibility and trust are paramount. Human-edited translations enhance the trustworthiness of content, reassuring readers and viewers that the information they receive is reliable and well-vetted. Translators and