

welfare. J. Swift believed that a man would destroy himself without divine aid. The concepts of *action* and *health* are found in this respect.

The concept analysis based on objective statistical data of lexical semantic word groups realization in the text explores how concept-word relations are a factor of language world view creation. We conclude that the word meaning corresponds to the concept held in the mind of the author, which is based on his personal understanding of the world.

Further application of statistical methods in compliance with conceptual analysis can help to determine the concept hierarchy of the probed text and draw a model of concept world view of the author.

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STYLE AS A SPECIFIC PROBLEM OF TRANSLATION

Стаття розглядає стиль як окрему специфічну проблему у справі перекладу, робить спробу допомогти сучасному перекладачеві в опрацюванні оригінальних текстів та правдивому відтворенні їх в залежності від напрямку та виду діяльності перекладача. Перспективним вважається розширення рамок дослідження у світлі сучасних джерел та його практичне використання спеціалістами з теорії та практики перекладу.

Translation is the human activity which gives great possibility to human communities to exchange ideas and thoughts independent of languages used. The prominent cotemporary specialists in the sphere consider the phenomenon of translation “a natural product of a language phenomenon for originally people strived for a means with the help of which they could interact and influence foreign speakers.” [10, p. 1]. Rapidly changing world implying the global context of many scientific issues studied makes the problem of necessity and conformity of concepts interpreted ever topical and well-timed. Besides style as a constituent of translation has always been a characteristic and differentiating feature of translation types. This paper has an objective to determine style as a specific point of translation in the process of analyzing source and target texts as well as studying the traditional and modern view on the problem via applying the knowledge of translation theory and stylistics to practice. To achieve this the following tasks have been set: to systematize our background knowledge in translation and stylistics; to follow up the modern translation tendencies and the works of the specialists; to study their opinion to the problem; to compare literary and non-literary

original and target texts from the point of view of style translation; to analyse the results. The achievement of the objective set and the fulfillment of certain tasks of the investigation are based on the general regulations of the systemic and functional analysis.

There exist many ways, types and modes of translation. Different scholars propose their own approaches. For example, an Egyptian PhD A. Abdelah from South Valley University, Egypt suggests there are eight types and among them are literal, accurate, semantic, adaptive translation etc. [10]. A well-known Ukrainian scholar professor I. Korunets of Kyiv Linguistic University gives literal, verbal, word-for-word, interlinear, literary ways of translating [5, p. 17–26]. In our work we dwelt upon the literary translation versus translation proper, for literary translation issues (such as style) spring from the peculiarities of its methods and techniques. V. Comissarov suggests dichotomous aspect of translation based on predominant communicative function of the source text. He distinguishes between literary and informative translation on the one hand and between written and oral translation on the other hand. “The main function of literary translation, he continues, is to make an emotional or aesthetic impression upon the reader. Communicative value of literary texts depends first and foremost on their artistic quality and the translator’s primary task is to reproduce this quality of translation, whereas main function of informative translation is to convey a certain amount of ideas, to inform the reader. However, he adds, translations of same texts can be listed as literary or informative only as an approximation. A literary text may include some of purely informative character and informative translation may comprise some elements aimed at achieving an aesthetic effect.” [3, p. 11–97].

L. Barkhudarov expresses his opinion that translating a literary writing one “should absolutely be familiar with the author under translation, his outlook, esthetic views and tastes, the literary society the author belongs to, his creation methods as well as the epoch, material and spiritual life described in the writing, and many more” [1, p. 36–37] As to investigation of literary translation concerning its style, A. Feodorov [9] singles out 3 kinds of “translation material”: 1) Scientific literature; 2) Publicist and socio-political texts; 3) Fiction. Besides Feodorov, Barkhudarov, Comissarov and others I. Retzker establishes the specific techniques typical of different texts meaning their different styles and kinds of translations. Thus, when translating a scientific text “the determinative point is the term-equivalence, the permanent correspondence that does not depend on the context.” [8, p. 70–114].

As to translation of socio-political or publicist texts an analogue-finding technique can be applied. It presupposes selection of a synonym that will perfectly fit the context. In our work we tried to analyse up-to-date newspaper articles of different English speaking countries and their translations into Russian and Ukrainian. Consider the example.

Today one of Europe’s largest nations will make the transition from corrupt police state to fledgling democracy.

Сьогодні одна з самих крупних країн Європи починає перехід від корумпованої поліцейської держави до будування демократії.

Though, in dictionary “fledge” is translated as “вигодувати пташенят”, “вистеляти пухом та пір’ям” the contextual synonymic expression “будування” perfectly fits the context. Applying translation approaches given by professor G. Miram of Shevchenko National University, Ukraine we would say denotative approach has been used in this case [7, p. 47–50]. When translating fiction the technique of adequate substitution by Retzker is largely applied. For example, translation of W. Collins’s “The Woman in White” made by O. Mokrovolsky.

If I had not dived for Professor Pesca when he lay under water on his shingle bed, I should in all human probability never have been connected with the story which these pages will relate – I should never, perhaps, have heard even the name of the woman who has lived in all my thoughts, who has possessed herself of all my energies, who has become the one that now directs the purpose of my life.

The translator skillfully gives the representation of the metaphoric expression “shingle bed” and finds his own marvelous “провідною зорею”, for the epithet “guiding influence”; with the help of the emotionally colourful expressions he depicts the feelings of the main character, uses adequate substitution technique, expressively differentiating the meaning of the neutral words “connected” and “thoughts”:

Якби я не пірнув по професора Песку, коли той лежав на рині під водою, я б, найвірогідніше, ніколи не зробився учасником подій, що про них мовиться в цій повісті; я, певне, навіть імені не почув би жінки, що заволодила всією моєю душею, стала метою всіх моїх поривань, провідною зорею мого життєвого шляху.

If speaking about the personal “touch” in the translation methods G. Miram’s denotative approach is used in this case all the more that he believes it to be the most appropriate for fiction and poetry style [7, p. 64]. “To translate a thought exactly, writes I. Retzker, the translator should not follow the form of the ST but take it as a single whole, though consisting of contents, main ideas and style.” [8, p. 70–114].

Undoubtedly, every translator has his own method of rendering the style of the original text. If you ask, for instance, several translators to translate one and the same poem or article there will be definitely several different pieces of work. Our studies of the matter and specialists show the following. Concerning this issue, I. Levy [6, p. 99] believes that literary translation is a hybrid. Resorting to Peter Newmark we find in his article "Translation in a Globalised world" that "a serious literary text should pursue the literary style of the original, making creative deviations where the target language cannot normally cope." [11, p. 4]. V. Koptilov in his book "Theory and Practice of Translation" [4] speculates a lot on stylistic weakening opposing it to the full-fledged literary translation. "The main goal of literary translation is the enriching of the national literature and serving its interests, whereas literal translation sets the opposite goal – to reproduce the form of the original text," writes Gachechiladze [7, p. 101–122]. With retaining the inner essence of the original text, Gachechiladze points out one interesting detail: the translator must find the "stylistic key" with the help of which translator does not merely translates SD given in the ST using stylistic potential of a separate word. He translates the complex interaction of these Stylistic Devices with the main idea and author's individual style, thus rendering the "tone" of the ST. And this concerns any original text under consideration of the one whose calling is to be a connecting-link between the human communities. The fate of languages themselves has been closely linked to human relationships throughout history. And in today's globalized world of international contact and multicultural interaction, effective intercultural communication is increasingly seen as a pre-requisite for social harmony and organisational success. Whatever style you take – political, literary, scientific – there's a constant need for proper adequate translation that makes the activities of those in question including that of the article author's ever vital and necessary.

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ОСОБЛИВОСТІ ЗАСТОСУВАННЯ ПІЗНАВАЛЬНИХ СТРАТЕГІЙ ПРИ ВИВЧЕННІ ІНОЗЕМНОЇ МОВИ

Автономне застосування іноземної мови, яке є частиною комунікативної компетенції, нерозривно пов'язане з самостійним вивченням мови. У статті приділяється увага особливостям пізнавальних стратегій, які можуть зробити вивчення іноземної мови більш ефективним.

Постановка проблеми. Згідно з сучасними методичними засадами, особлива увага при навчанні іноземних мов приділяється особистісно-орієнтованому та комунікативному підходам. Зміни, які були продекларовані в Концепції розвитку освіти, вимагають від викладача розуміння та організації навчального процесу як процесу співпраці та взаємодії.

Аналіз останніх джерел досліджень. З позицій когнітивістики щодо навчальних технологій виникла концепція пізнавальних стратегій, тобто інтелектуальних навичок, які застосовують сту-