

ECONOMIC TERMINOLOGY: TRANSLATION PECULIARITIES

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Researchers have identified several salient linguistic attributes in contemporary media texts. These encompass a significant degree of informativeness, requiring an extensive array of professional terminology; democratization or de-formalization of journalistic language style; adherence to linguistic trends, resulting in an augmented media language lexicon; and a degree of anglicization of contemporary media language, which necessitates particular scrutiny from qualified translators. Nowadays, economic texts are at the center of this discourse.

Firstly, the language of economic media texts blends journalistic and scientific styles. Mass communication economic texts are similar in their logical structure, standardized style, clear fact presentation, detailed expression, and use of terminology. However, media economic discourse texts, where the author's image is crucial, often apply emotionally evaluative, expressive lexical units, different structural types of phraseology, colloquial vocabulary, and professional jargon. This is because emotionally impactful messages are more easily retained in memory. Secondly, it is observed that the stylistic norms of economic discourses in different languages exhibit disparities. To illustrate, professional journalism in Ukraine does not use a comprehensive figurative lexicon, thereby marginally diminishing language's capacity for connotation. Ukrainian economic discourse tends to apply a larger number of standardized clichés, suggesting that it leans more toward the scientific functional style. Conversely, English media texts often use various phraseological units, including those denoting monetary relations and units, such as "*pennies on the dollar*" and "*money burns a hole in someone's pocket*"; a variety of coloronyms, such as "*a golden goose*" and "*the Black Friday*"; and phraseo-contexts with a somatic component, such as "*to get an upper hand*" and "*to cost an arm and a leg*".

In the third place, the terminological systems of economics in the Ukrainian and English languages do not exhibit congruence. Particular economic terms are deemed "unmotivated" due to the lack of equivalent concepts in the Ukrainian language. Economics terms are frequently translated using methods such as transcription, transliteration, and calque translation. The prevailing "linguistic trend" in media signifies a propensity to employ an extensive number of borrowings instead of domestic language equivalents, even when the latter possess traditional usage in the language of translation. This phenomenon can be largely attributed to the inclination of the terminology in professional languages to maintain brevity: *передавальний напис на цінному папері – індосамент; зниження курсу – девальвація; нематеріальні активи – гудвіл.*

In conclusion, the linguistic features of modern media texts, particularly economic texts, present unique challenges and considerations for translators. Understanding these features is crucial for producing accurate and effective translations.