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**SITUATIONAL LABELING OF CONVERSATIONAL STYLE ELEMENTS AND PROBLEMS OF THEIR TRANSLATION
(INFERCING FROM THE EXAMPLES OF «ROBIN HOOD» BY J. WALKER MCSPADDEN)**

Problems of situational labeling of conversational style elements and problems of their translation from English into Ukrainian occupies one of leading places in theoretical and methodological aspects of theory and practice of translation studying. The article deals with the first substantial research work devoted to the situational labeling of conversational style elements and problems of their translation. The research is based on the novel «Robin Hood» by J. McSpadden. Moreover it deals with works of such well-known language experts as Yefimov L., Yasinetskaya E., Partridge E., and others.

It goes without saying that Robin Hood is probably the most famous hero of English literature and we may say, that his speech is the speech of typical Englishman of that time.

So the novel is full of examples of using such stylistic devices as onomatopoeia, using nicknames, that is a distinguishing feature of the colloquial English.

On the stylistic language level we can point out applying such elements as archaisms, dialecticisms, idioms. We can also observe usage of such a trope as hyperbola to make the speech of characters more expressive and persuasive.

A lot of stylistic devices can be found in the text: personification, repetition, enumeration, ellipsis, antithesis, anticlimax, tautology, and others. They all help to reflect target atmosphere, make the speech more natural and describe the characters of the novel.

For better reproducing of situational labeling of conversational style elements the translator applies all possible types of transformations – logization and expressivation, integration and partitioning, antonymous substitution and descriptive translation, transcoding, compression and decompression in the process of translation.

In the article S. Ostapenko supports all the abovementioned tools with vivid examples from the text.

All this reproduces the speech of heroes of the novel more clearly and make it more understandable for modern Ukrainian readers.