

REPRODUCTION OF NATIONALLY BIASED UNITS IN THE POPULAR-SCIENTIFIC TEXT (ON THE MATERIAL OF KATE FOX'S RESEARCH "WATCHING THE ENGLISH")

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The article views the ways of translating the non-equivalent vocabulary in the scientific popular publication. An interesting study material is Kate Fox's "Watching the English", an anthropological work on the conversation and behavior codes. The translation choice in a book written for a wide range of non-specialists is inevitably connected to the addressee's factor.

The publication, that helps Ukrainians better understand the specific features of the English, their ethnic consciousness and temperament, basic personality and national feelings, was chosen for the analysis. It is important to minimize the loss of nationally biased units meaning in the popular research of behavior ethnic stereotypes in order to understand completely the idea of the author, who analyzes both the static and the changing mental characteristics of her community. It is determined that in the Ukrainian translation of this anthropological work different approaches to the reproduction of the semantics of foreign-language ethno-cultural nationally biased units are used. Transcription / transliteration, loan translation, combined renomination, descriptive paraphrases usage, situational correspondences and original languages, hyperonymic renaming, etc. are mostly used.

The following linguistic units, which contain specific background information and help to better understand English culture have been identified, such as: names of things of different brands, buildings, onomastic nationally biased units, names of subcultures, social classes, speeches, games, etc. The level of awareness of these nationally biased units for native speakers is both quite low and high.

Some options have been suggested to minimize the loss of national color in the research of English character. In particular, the peculiarities of the reproduction of the names of English national games are analyzed. It has been found that for an adequate translation it is appropriate to know the details and rules of each game.

It is determined, what methods enable to successfully reproduce the connotations of the original text, despite the inevitable loss of ethnic components (contextual explanation, notes, literal translation of a word or phrase, foreign language material usage, slang). An important part of the semantics of nationally biased units is considered, in particular information about specific location, time, tradition.

It is emphasized that in the Ukrainian edition of the best-seller by Kate Fox the combined transformation of nationally biased units is the most used one. Numerous names of nationally biased units express cultural foreignness and are of great interest for readers of non-fiction, and therefore the translator focuses on the target audience, trying to reproduce lexeme markers according to time and place of the original.

Particularly relevant guidance for translators is not to lose the territorial and temporal identity using language units that are understandable to the reader.

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