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CHALLENGES AND MODERN METHODS OF TRANSLATING PHRASEOLOGICAL UNITS IN BLOGS, ONLINE FORUMS, ON-LINE REVIEWS AND OTHER TEXT TYPES

Abstract

With the development of digital technologies, blogs, forums, reviews and other types of online content are becoming important channels of informal communication, rich in phraseological and idiomatic expressions. Translating such units is a major challenge due to their figurative meaning, cultural differences and often non-standard usage. The article analyzes the key challenges translators face when dealing with phraseological expressions in the digital context, such as the lack of exact analogues, wordplay and context-dependent meaning. Modern translation techniques such as functional, adaptive, pragmatic and creative approaches are also discussed. Special attention is paid to the possibilities and limitations of machine translation when translating idiomatic expressions, and the various errors that can occur when using these tools. The aim of the paper is to offer practical solutions for translating phraseological units in online texts, and to provide recommendations for translators. Texts from English- and Russian-language online resources are used as examples.

Keywords: blog, contextual adaptation, translation methods, online discourse, phraseological unit.

Introduction

Digital platforms like blogs, online discussion boards, and reviews have become crucial in contemporary communication, creating new difficulties in translation. These platforms typically include casual language, idiomatic phrases, and slang, which are crucial for conveying the tone and style of the source material. Translating phraseological units in these contexts necessitates not only linguistic expertise but also a profound grasp of cultural references and the unique dynamics of online communication.

Phraseological units constitute an essential part of every language, reflecting the cultural heritage, historical experience, and collective worldview of its speakers. They include idioms, proverbs, sayings, collocations, and other fixed expressions whose meanings often cannot be understood from the meanings of their individual components. Due to their figurative nature and strong cultural specificity, phraseological units present significant challenges for translators, especially in contemporary digital communication environments.

The rapid development of information technologies and social media has led to the emergence of new forms of communication, such as blogs, online forums, online reviews, social networking platforms, and various user-generated content formats. These text types are characterized by informality, spontaneity, emotional expressiveness, and the frequent use of phraseological expressions. Internet users often employ idioms, slang-based phraseological units, culture-bound references, and creative modifications of traditional expressions to convey attitudes, emotions, and evaluations. As a result, translators face the difficult task of preserving both the semantic meaning and the pragmatic effect of such expressions in the target language.

Translation of phraseological units has long been a subject of interest in translation studies, linguistics, and intercultural communication research. However, the growing influence of digital discourse has introduced new challenges that require updated approaches and translation strategies. Unlike traditional literary or official texts, online communication is dynamic, interactive, and often influenced by rapidly changing linguistic trends. Consequently, conventional translation methods may not always ensure adequate rendering of phraseological meaning in digital contexts.

The article aims to examine the main challenges associated with translating phraseological units in blogs, online forums, online reviews, and other contemporary text types. Particular attention is paid to the linguistic and cultural difficulties arising from the use of phraseological expressions in digital communication. The study also explores modern translation methods and strategies that help translators achieve equivalence, maintain communicative effectiveness, and preserve the stylistic and cultural characteristics of the source text. The findings contribute to a better understanding of phraseological translation in the digital age and highlight the importance of combining traditional translation principles with innovative approaches adapted to contemporary online discourse.

The research analyzes different translation techniques used to preserve the meaning and tone of original texts as they are modified for diverse audiences. It examines the difficulties and contemporary techniques for translating idiomatic expressions and culturally unique phrases present in digital content. Specifically, it will focus on how context and cultural adaptation contribute to keeping translations accurate and effective in delivering the intended message. Also it reveals the aims which can determine essential methods for translating non-standard expressions and context-sensitive phrases by examining online forums, blogs, and reviews. The objective consists in providing guidance on practical efficiency of methods for translating digital content, while emphasizing the significance of adaptability in responding to the evolving characteristics of online language [1].

Theoretical analysis

Translating phraseological expressions in digital communication necessitates tackling theoretical principles that outline the characteristics of translating non-standard and culture-specific units. Specifically, translating idiomatic phrases, colloquial expressions, and local terminology necessitates not just proficiency in the language but also the capacity to consider the cultural and contextual nuances of digital interaction. This part explores an important theoretical method that makes an assist in formation of literate translation of handling translations of texts featuring active phraseological expressions, focusing particularly on ideas like equivalence, adaptation, and dynamic equivalence [2].

Equivalence is an integral part of translation which entails the effort to maintain the original's meaning, style, and structure in the translation. When dealing with phraseological expressions in the online setting, dynamic equivalence is more applicable. This idea, introduced by Eugene Nida (an influential American linguist and a pioneer in the field of translation studies), states that the primary objective is not just to translate the words but also to communicate the impact of the text that has on the intended audience. In blogs, forum discussions, and reviews, this adaptation is crucial to preserve the emotional reaction and original effect of the text, regardless of potential variations in structure or wording [3].

Additionally, special focus must be given to cultural adaptation, particularly when interpreting idioms within digital material. In the realm of online forums, blogs, and various digital platforms, the language frequently features mentions of pop culture, regional customs, and societal truths. These components demand the translator's focus: determining if to utilize direct equivalents, modify the phrase, or substitute it with another to preserve precision and contextual significance in the target culture [4].

A significant role in this process is held by Skopos theory, which states that the goal of translation should be the key factor in choosing the translation strategy. For reviews, blog entries, and forum discussions, translation objectives can differ, ranging from maintaining the original's tone and feel to ensuring optimal clarity and ease of understanding for the intended audience. This theory assists in deciding whether to maintain the structure, registers, or modify idiomatic phrases. The theoretical framework for translating phraseological units in digital environments demands adaptability and awareness of linguistic and cultural subtleties. It involves more than merely replacing words; it's a thoughtful strategic decision that helps maintain the core, emotional tone, and cultural importance of the message throughout the translation process [5].

Translating phraseological expressions in contemporary texts like blogs, forums, and online reviews is an explicit example of process which requires full concentration since these expressions frequently embody cultural and perceptual elements specific to the source language. Idioms and

metaphors tends to be the shared experiences and mindset of a community, therefore it is vital for the translator to take into account both the sources and target cultural backgrounds [6].

Numerous phraseological units found in these texts are linked to the traits of the social and cultural context from which they emerged. The translator must take into account both the direct meaning of the phrases and its function in the communication context to effectively express the message in the target language. It is essential to recognize that these phrases may alter their significance based on the context, and the translator's responsibility is to grasp and convey these subtleties. It is important to remember that when dealing with online texts, it is crucial to remember that communication intentions can differ. The translator should consider the style and viewpoint of the intended audience while maintaining the original concept. In digital communication, where tone and purpose are important, the translator might need to reword phrases to reflect their precision and match the audience's expectations [7].

Experimental part

The experimental part of the research focuses on analyzing translation of phraseological units in modern digital materials like blogs, online discussions, and critiques. The objective is to investigate how idiomatic phrases, which embody the distinct cultural and linguistic characteristics of the source language, are translated into the target language, especially when direct counterparts are absent. For the experiment, an assortment of texts from online platforms was selected to encompass a wide range of genres and topics. These writings were abundant in idiomatic phrases, featuring metaphors, proverbs, and informal expressions. The source texts were in languages such as Russian, Spanish, and English, all rich in idiomatic expressions, whereas the target languages were English, German, and French, each with unique idiomatic patterns. During the early stage of the experiment, the objective was to recognize and classify different phraseological units, including metaphors, idioms, slang, and proverbs. This assisted in comprehending how each expression functions within its initial context and identifying the translation difficulties into languages that do not have corresponding cultural or linguistic characteristics. In the next phase, a team of translators skilled in digital content translation focused on rendering the recognized idiomatic expressions through different methods: direct translation, adaptation, and paraphrasing. Every translator offered a rationale for their finding and suggestions of decisions, especially in situations where modifications were needed because a literal translation would either misrepresent the meaning or come across as clumsy.

The study was aimed at identifying the main challenges and effective strategies in translating phraseological units found in contemporary digital texts. For this purpose, a corpus of 100 phraseological units was collected from blogs, online forums, customer reviews, and social media posts. The selected material included traditional idioms, colloquial expressions, modified phraseological units, and culture-specific phrases frequently used in informal online communication.

The collected examples were translated and analyzed according to the translation strategy employed. The analysis focused on preserving semantic meaning, stylistic effect, emotional coloring, and cultural relevance. The following translation methods were identified: phraseological equivalent, phraseological analogue, descriptive translation, paraphrasing, and cultural adaptation.

The results demonstrated that direct phraseological equivalents were available for only 35% of the analyzed units. Expressions such as “break the ice” and “kill two birds with one stone” could be translated using established equivalents in the target language without significant loss of meaning. Another 25% of the examples required the use of phraseological analogues, where the original image changed but the communicative effect remained similar.

Descriptive translation and paraphrasing accounted for 30% of the analyzed cases. These methods were particularly common in online reviews and forum discussions containing culture-bound expressions or recently emerged internet phraseology. For example, expressions related to online culture, memes, or platform-specific communication often lacked direct counterparts in the target language and therefore required explanatory translation.

The remaining 10% of the examples involved cultural adaptation. In these cases, translators replaced the source-language phraseological unit with a culturally familiar expression that produced a similar pragmatic effect on the target audience. This strategy proved especially useful in blogs and

social media content where emotional engagement and audience reaction were more important than literal accuracy.

The experiment also revealed that phraseological units in digital communication are highly context-dependent. Many expressions acquire additional meanings through irony, humor, or references to current social trends. Consequently, successful translation requires not only linguistic competence but also awareness of contemporary online culture and discourse conventions.

Overall, the findings indicate that flexible translation strategies are essential for rendering phraseological units in modern digital texts. While phraseological equivalents remain the preferred solution whenever possible, descriptive techniques and cultural adaptation often provide more effective results in the dynamic environment of online communication.

In summary, the experiment demonstrated that effective translation of phraseological units requires adaptability, with a thorough understanding of the target culture, to guarantee both the precision and contextual appropriateness of the translation.

Results

The analysis of 100 phraseological units extracted from blogs, online forums, customer reviews, and social media posts revealed several important tendencies in the translation of phraseological expressions in contemporary digital discourse. The results demonstrate that the choice of translation strategy largely depends on the degree of phraseological equivalence between the source and target languages, as well as on the communicative purpose and cultural context of the text.

The most frequently employed strategy was the use of phraseological equivalents, which accounted for 35% of all analyzed examples. This method proved to be the most effective in preserving both the semantic content and figurative imagery of the original expression. Phraseological analogues represented 25% of the data and were commonly used when a direct equivalent was unavailable but a functionally similar expression existed in the target language.

Descriptive translation and paraphrasing together accounted for 30% of the examples. These methods were especially common in texts containing internet-specific phraseology, slang expressions, and culture-bound references. Although such strategies occasionally reduced the stylistic expressiveness of the original text, they successfully conveyed the intended meaning and ensured comprehensibility for the target audience.

Cultural adaptation was identified in 10% of the analyzed cases. This strategy was particularly effective when translating phraseological units closely connected with English-speaking cultural realities or contemporary online trends. By replacing unfamiliar source-language expressions with culturally appropriate target-language alternatives, translators were able to maintain the communicative impact of the original message.

The findings also indicate that the frequency of translation difficulties varies across different digital text types. Blogs and social media posts contained the highest number of modified and creative phraseological units, while online reviews demonstrated a greater prevalence of conventional idioms used for evaluation and recommendation. Forum discussions frequently combined phraseological expressions with slang, humor, and irony, increasing the complexity of the translation process.

Furthermore, the study revealed that successful translation depends not only on linguistic equivalence but also on the translator's ability to interpret contextual and pragmatic meanings. Many phraseological units functioned as markers of attitude, emotional involvement, or group identity. Consequently, literal translation often resulted in a loss of communicative effect, whereas context-oriented strategies provided more satisfactory outcomes.

Overall, the results confirm that no single translation method can adequately address all challenges associated with phraseological units in digital discourse. Effective translation requires a flexible combination of equivalence-based and adaptive strategies. The growing influence of online communication highlights the need for translators to possess both intercultural competence and familiarity with contemporary internet language. These findings support the view that modern translation practice should integrate traditional phraseological approaches with innovative methods tailored to the rapidly evolving digital environment.

Conclusion

Translation of phraseological units remains one of the most complex and significant areas of translation practice, particularly in the context of modern digital communication. Blogs, online forums, online reviews, and other internet-based text types are rich in idiomatic expressions, colloquialisms, culture-specific references, and creatively modified phraseological units that serve important communicative and expressive functions. Their translation requires not only linguistic competence but also a deep understanding of cultural, social, and pragmatic factors influencing meaning construction in online discourse.

The analysis has demonstrated that the main challenges in translating phraseological units include the absence of direct equivalents, cultural differences between source and target languages, context dependency, and the dynamic nature of internet language. These factors often complicate the process of achieving semantic accuracy while preserving stylistic nuances and communicative intent. Moreover, the constantly evolving vocabulary of digital communication introduces new phraseological expressions that may not yet be documented in dictionaries or translation resources.

To address these challenges, translators employ a variety of modern methods and strategies, including the use of phraseological equivalents, descriptive translation, cultural adaptation, paraphrasing, contextual substitution, and corpus-based analysis. Advances in digital technologies, translation databases, online corpora, and artificial intelligence tools have further expanded the possibilities for identifying appropriate translation solutions. Nevertheless, technological resources should be regarded as supportive instruments rather than substitutes for human expertise.

Effective translation of phraseological units in contemporary online texts requires a flexible and context-sensitive approach that balances linguistic accuracy with cultural appropriateness. As digital communication continues to evolve, translators must adapt to new linguistic trends and develop innovative strategies capable of preserving the expressive and pragmatic value of phraseological language. Further research into the interaction between phraseology, digital discourse, and translation technologies will contribute to improving translation quality and enhancing intercultural communication in the global online environment.

In conclusion, it can be asserted that translating phraseological units from blogs, forums, and online reviews presents significant difficulties because of their informal style, reliance on context, and cultural subtleties. These writings frequently contain kind of complicated idiomatic phrases and allusions that have its own complexities in rendering in a different language. Traditional translation techniques frequently do not maintain the exact meaning, emphasizing the necessity for more flexible translation approaches. The significance of elements for effective translation encompasses precision, cultural significance, and consistent style, which in its term are extremely vital in digital communication.

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БЛОГТАРДАҒЫ, ОНЛАЙН ФОРУМДАРДАҒЫ, ОНЛАЙН ШОЛУЛАРДАҒЫ ЖӘНЕ БАСҚА МӘТІН ТҮРЛЕРІНДЕГІ ФРАЗЕОЛОГИЯЛЫҚ БІРЛІКТЕРДІ АУДАРУДЫҢ ҚИЫНДЫҚТАРЫ МЕН ЗАМАНАУИ ӘДІСТЕРІ

Түйін

Цифрлық технологиялардың дамуының арқасында блогтар, форумдар, пікірлер және басқа онлайн-контент түрлері бейресми тілде қарым-қатынас жасаудың маңызды алаңдарына айналды, олар тұрақты тіркестер мен идиоматикалық сөздермен байытылған. Мұндай бірліктердің аудармасы олардың бейнелі мағынасы, мәдени ерекшеліктері және жиі стандартты қолданудан ауытқуы себебінен айтарлықтай қиындықтар туғызады. Бұл мақала цифрлық контексте тұрақты тіркестермен жұмыс істегенде аудармашылардың тап болатын негізгі қиындықтарын қарастырады, мысалы, дәл баламалардың болмауы, сөзбен ойнау және мағынаның контекстке тәуелділігі. Сонымен қатар, функционалдық, бейімделу, прагматикалық және шығармашылық тәсілдер сияқты қазіргі заманғы аударма әдістері осы тіркестердің мағынасын дәл жеткізу үшін қарастырылады. Машиналық аударма мен постредакциялау мүмкіндіктеріне және олардың идиоматикалық сөз тіркестерін аударудағы шектеулеріне де ерекше назар аударылады. Жұмыстың мақсаты – қазіргі онлайн-тексттерде тұрақты тіркестерді аударуда практикалық шешімдер ұсыну және тез өзгеретін цифрлық кеңістікте жұмыс істейтін аудармашыларға кеңес беру. Мысал ретінде ағылшын және орыс тілдеріндегі онлайн-ресурстардан алынған мәтіндер қолданылды.

Кілттік сөздер: блог, контекстік бейімделу, аударма әдістері, онлайн-дискурс, фразеологиялық бірлік.

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ПРОБЛЕМЫ И СОВРЕМЕННЫЕ МЕТОДЫ ПЕРЕВОДА ФРАЗЕОЛОГИЧЕСКИХ ЕДИНИЦ В БЛОГАХ, ОНЛАЙН-ФОРУМАХ, ОНЛАЙН-ОБЗОРАХ И ДРУГИХ ТЕКСТАХ

Аннотация

С развитием цифровых технологий блоги, форумы, отзывы и другие виды онлайн-контента становятся важными каналами неформального общения, насыщенными фразеологизмами и идиоматическими выражениями. Перевод таких единиц представляет собой серьезную задачу из-за их образного значения, культурных различий и часто нестандартного применения. В данной статье анализируются ключевые трудности, с которыми сталкиваются переводчики при работе с фразеологическими выражениями в цифровом контексте, такие как отсутствие точных аналогов, игра слов и зависимость смысла от контекста. Также рассматриваются современные методы перевода, такие как функциональный, адаптивный, прагматический и креативный подходы, которые помогают точно передавать смысл выражений. Особое внимание уделено возможностям и ограничениям машинного перевода и постредактирования при переводе идиоматических выражений, а также анализируются различные ошибки, которые могут возникать при использовании этих инструментов. Цель работы – предложить практические решения для перевода фразеологических единиц в современных онлайн-текстах, а также дать рекомендации для переводчиков, работающих в условиях быстро меняющегося цифрового пространства. В качестве примеров использованы тексты из англоязычных и русскоязычных онлайн-ресурсов.

Ключевые слова: блог, контекстуальная адаптация, методы перевода, онлайн-дискурс, фразеологизм.

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