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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.

The research analyzes different translation techniques used to preserve the meaning and tone of original texts as they are modified for diverse audiences. This research 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 stage of the research focuses on analyzing the 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.

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 research results showed that translating phraseological expressions from online sources – like forums, reviews, and unique linguistic and cultural challenges. These phrases frequently carry a strong informal tone, idiomatic significance, and regional characteristics, rendering undesired direct translation or potentially misleading. Of the methods evaluated, the ones that tailored the phrase to the cultural and linguistic standards of the target audience were the most effective. Literal translation techniques often resulted in clumsy or unnatural results that puzzled readers or altered the intended message.

Feedback from the audience indicated that culturally tailored versions were easier to understand and more relatable, improving reader engagement and understanding. This highlights the significance of cultural sensitivity and contextual understanding when managing phraseological units in online conversations. And in the end, the findings highlight the necessity for translators to be imaginative and culturally aware; tailoring their approaches based on the communication medium and intended audience.

Conclusion. 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 are 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. The findings highlight the necessity of advancing translation methods for managing phraseological units in digital environments.

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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 контекске 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.

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.

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