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SPECIFIC FEATURES OF TRANSLATION-ORIENTED MILITARY MEDIATEXT ANALYSIS

Summary. From the standpoint of modern research in the field of translation studies, military translation plays a key role in the armed forces of countries around the world, that presupposes accurate and culturally sensitive translation of texts, communications and terminology related to different military spheres. Translation-oriented text analysis is urgent both at the stages of understanding and transforming the source text, and at the stage of checking, editing and assessing the quality of translation results. Pre-translation involves determining assumptions about the methods of its translation that are most likely for the selected original text. The self-editing procedure, preserves the unity of text style in the course of translation. Translation of military mediatexts requires complex approach to the hierarchical structure of the whole military array, as mistakes in translation lead to the misuse of weapons, or even undermine an entire defense strategy. Taking into account the diversity of modern media texts, approaches to choosing a translation strategy are quite complex. The military media text considers issues of international conflicts, legal and moral aspects of war and issues related to the armed forces, their technical equipment. The translation of modern military vocabulary needs precise analyzing. Military terminology is constantly changing in connection with the emergence of new models of weapons and military equipment, the presence of abbreviations and acronyms also designate models of weapons and military equipment. The crucial factors in translating military terminology from English into Ukrainian are accuracy and adaptation to the context. Emotionally coloured military vocabulary, presented by separate words and word-combinations frequently observed in the US army soldiers' speech, needs special decoding. Official anthroponyms of military mediatext should take into account the national official structure.

Key words: translation, analysis, mediatext, terminology, abbreviation, communication.

The relevance of the study. World media and international platforms actively monitor various military events, conflicts, changes in the field of weapons. English-language media pay special attention to military personnel, highlight new initiatives, developments and technologies. Texts of military media discourse combine information and information-analytical genres, such as an information message, a report, an information article, as well as an analytical article, a review and a commentary. Translation of articles from foreign online publications covering the activities of the armed forces, events with their participation, problems of international military-political life, new military equipment are in the focus of a military translator. Changes in the geopolitical situation in the world, the emergence of new types of weapons and military equipment,

the development of international military-political relations make the need for high-quality military translation urgent.

The need to concretize the notions of the military mediatext, the challenges of its translation-oriented analysis comprised the **task** of the work. The research material was based on the online publications: "National Defense", "Army Times", "Aviation Week and Space Technology" and online dictionaries «Dictionary of Military and Associated Terms», «English-Ukrainian military dictionary», «Glossary of military acronyms».

The **basis** of the investigation formed the works of domestic and foreign linguists, such as: V. I. Karaban, V. V. Balabin, O. V. Rebriy, S. YE. Maksimov, O.P. Matuzkova, O. L. Achylova, T. O. Korol'ova, C. Nord, I. Navrotska, Yu. O. Savina and others.

Presentation of the main research material. Military translation, is understood as "a military cognitive-communicative system, which is a set of concepts that reflect ideas about real and imaginary objects, phenomena and their interaction, their emotional and rational assessment, and the means of expression that ensure communication among members of the military community and with the outside world in various situations of interaction and counteraction. The basis of this system is military concepts in the form of military terms and their unofficial doubles – military professionalisms and jargon" [1, p. 372].

According to researchers, military translation is being developed due to the intensification of international defense cooperation activities, the need to translate important military-political documents, as well as oral and written military-technical and military-special translation of texts of various genres and styles [2, p. 108].

Military translation is a specialized and important field that plays a key role in the armed forces and defense sectors of countries around the world. It involves accurate and culturally sensitive translation of documents, communications and terminology related to military operations, intelligence, strategy and international cooperation. Military translation is characterized by unique challenges and a significant impact on the efficiency, security and effectiveness of military operations [3, p. 45].

As is known, the translation support at the level of the armed forces consists in the implementation by a military translator of intercultural communicative and mediating activities in the form of oral, written, consecutive and simultaneous translation, adapted transcoding (translation, narration), summarizing, annotating and editing texts on general military, military-political, military-technical and military-special topics, when the translator possesses professionally formed intercultural, bilingual, psycholinguistic, speech-mental competencies to perform the functions and tasks of official activity. [4, p. 7-18].

Carrying out a pre-translation analysis of a military media text involves determining assumptions about the methods of its translation that are most likely for the selected original text. The final stage of the translator's work is the editing of the translated text, which by definition implies checking the translation and making the necessary corrections and changes. This type of activity is based on self-assessment of translation quality, establishing the equivalence of the text of translation to the original text. Successful "checking" of the draft and further working versions depends on the translator's mastery of the technology of post-translation analysis, in other words, analytical control of translation results.

Text analysis is necessary both at the stages of understanding and transforming the source text, and at the stage of checking, editing and assessing the quality of translation results. Currently, there are different points of view in relation to translation analysis, namely: pre-translation analysis, translation analysis, analysis for translation, translation-oriented analysis, etc.

That is, the question of the levels and parameters of translation analysis is quite debatable. Thus, in Western European translation studies C. Nord [5] translation analysis involves the study of the structure and pragmatics of the text. S. Maksimov believes that the concept of translation analysis of a text in the context of modern linguistic research should be considered in the light of discourse analysis, which is characterized by an interdisciplinary approach. The researcher also identifies three stages of translation analysis: pre-translation analysis of the text, the process of translation itself and post-translation analysis of the result (product) of translation [6, p. 124]. The professionalism of a translator has many components that are based on developing his own translation strategy, which in the most generalized and concise form is defined by researchers as the order and essence of actions when translating a specific text [7, p. 10]. Before starting the translation analysis, the main characteristics of the original text and the dominants of the translation must be determined, that is, those elements that determine the distinctive features, the selection of vocabulary and grammatical material, which is determined both by the general purpose of the original and its genre affiliation, and by compliance with the norms that exist for the corresponding type of texts in the target language [7, p. 18].

Pre-translation analysis makes translation a meaningful activity. It is necessary to infer the purpose of the target text from the translation situation itself. Besides, every translation task should thus be accompanied by a brief (pre-translational analysis) defining the conditions under which the target text should perform its particular function. An important feature is to establish the communicative situation (including the communicators and their communicative aims) determines the verbal and nonverbal features of the text – situational factors: the difference in place, time, motif and purpose of the communication, difference with regard to the culture-bound knowledge, experience or susceptibility of the respective audiences [8, p. 17].

After the translation has been performed, we are to follow the self-editing procedure, preserving the unity of text style in the course of translation. To ensure the high quality of the translation, the translator must be able to compare the translated text with the original, evaluate and classify possible errors and make the necessary corrections. Successful message transmission requires not only a sufficient level of training of the translator to be able to "find" the message, but also the translator's ability to assess the semiotic

level of the final addressee so that the information he receives has the expected communicative and aesthetic effect.

Taking into account the diversity of modern mediatexts, approaches to choosing a translation strategy are quite complex. The translation strategy as a set of actions of the translator is complex and at the same time individual in nature, therefore it is necessary to talk specifically about the development of a specific translation strategy. Researchers associate translation analysis with the stage of preparation for translation. The assignment to the original and the translation comes first from the identified units of the original and the translation, so that one replaces one during the translation process. The task of the analysis lies in the translation of fragments found in the texts, selected to convey the meaning of the song type units that are seen in the original texts [9, p. 47].

The current English military mediatext may be defined as a spoken and written communicative act that functions to implement formal and informal communication among the military community. This text describes military actions, military formations, battles, war tactics, organization of military formations, etc. The texts of the military array contain various lexical features, such as: military terms, abbreviations, neologisms, military aphorisms, additions and quotations, phraseological units, slang, as well as a number of metaphorical elements that are used to infuse the emotions of the addressees [10, p. 52].

Translation of military texts requires complex approach to the hierarchical structure of the whole military array. Mistakes in translation may lead to the misuse of weapons, or even undermine an entire defense strategy. For example, «*drop zone – зона десантування*» means a specific area upon which airborne troops, equipment, or supplies are airdropped; «*Tommy gun – автоматична гвинтівка*» stands for a machine gun, an expression borrowed from gangster slang words; «*engagement – атака/тактичний конфлікт*» in the army may mean: 1) an attack against an air or missile threat; 2) a tactical conflict, usually between opposing lower echelons maneuver forces.

The military mediatext considers issues of international conflicts, legal and moral aspects of war, human rights during conflicts, issues related to the armed forces, their technical equipment, talks about various forms of military training, and reflects specific issues of military affairs.

The military mediatext at the level of the macrostructure includes separate detailed messages, which in English-language journalism is denoted by the concept of "story". The language of the military sphere operates within three functional styles – official-business, journalistic, and scientific. The preference for one of these styles varies depending on the topic of communication.

Mediatexts created within the military sphere of communication are regulated by certain rules, traditions and experience and are reflected in the choice of language means. It is aimed not only at reflecting the lives of the military themselves, but also at possible military events and everyday realities, objects and phenomena. They are characterized by means of stylistics, neologisms, language games, euphemisms in order to avoid negative connotations and soften the stories associated with the death of people, the destruction of infrastructure, which are inherent in the discourse of war [11, p. 161].

Mediatexts of a military sphere have a set of common lexical features, such as: the use of terminology, which is constantly changing due to the addition of new terms in connection with the emer-

gence of new models of weapons and military equipment, the development of new methods of warfare; the presence of abbreviations and acronyms to designate models of weapons and military equipment. A characteristic syntactic feature of military media texts is the widespread use of passive constructions, gerundial, infinitive, participial turns, as well as incomplete and clichéd expressions.

Separately, we should highlight military advertising media texts that are on the border of official and unofficial forms of military discourse. According to the formal criterion, these include 1) printed military advertising, 2) military video advertising, and 3) military Internet advertising. The marked texts often contain only a few words aimed at creating a positive image, for example, in the advertisement for the recruitment campaign «*Motivated. Dedicated. Educated* – *Мотивований. Відданий. Освічений*». Military advertising promotes the popularization of American life, increases the prestige of military service: «*I will exceed my expectations. I am army strong. – Я перевершу свої власні очікування. Я можу. Я в армії*».

Rendering military mediatexts into Ukrainian is a complex integral process based on a combination of factors influencing the translating process. Before translating a text, it's necessary to differentiate the language system planes: in any language we distinguish the formal plane, combining spoken and written language units and the semantic plane, comprising mental concepts (meanings) that language signs stand for. The presence of general translation strategy ensures the conceptual integrity as an essential feature of the target text. Translation text analysis presupposes the process of analyzing a text in order to determine its meaning and purpose and to identify the best way to translate it into another language. The process typically includes close reading and researching the text's culture, history, and context. The specificity of the text as an object of translation depends, first of all, on its communicative task, functional and structural features, which are largely determined by the text's belonging to one or another genre and style. To achieve this goal in the text we see logical reasoning, elements of emotional influence, like rhetoric questions, inverted word-order, incomplete sentences, repetitions and various stylistic devices. The language of the military sphere operates within three functional styles – official-business, journalistic, and scientific. The preference for one of these styles varies depending on the topic of communication, which should be taken into consideration in the course of analysis and translation.

Analyzing the vocabulary of the military sphere in the English media texts we observe the increasing presence of military topics in the media due to armed conflicts, security threats, and international operations necessitates accurate and precise translation of military vocabulary. Modern military vocabulary needs precise translation, as it is constantly changing creating new lexical units in the process of reorganization of the armed forces, the emergence of new types of weapons, military equipment, and new methods of warfare [12, p. 233].

A military term is understood as a special name that has a simple or complex formal structure (word combination), correlated with a military concept and in the semantics of which there is the same "combat", "military". A mandatory condition for including this unit in the class of terms is its fixation in professional military dictionaries and use in official and scientific-professional texts (military orders, doctrines, special textbooks on military strategy or tactics) [13, p. 40].

The crucial factors in translating military terminology from English into Ukrainian are accuracy and adaptation to the context. Possible cultural misunderstandings should be avoided. It is the context that allows the translator to determine which method will be most adequate to ensure clarity and accuracy of information, especially in situations where terms have multiple meanings or are used in specific technical specifications [14, p. 231].

Many new-born terms are connected to the names of new weapons, instruments, or other innovations of war, and most of them are compound and complex:

1) military terminology, denoting notions connected with armed forces and methods of war tactics, e.g. *peace support operations* – *операції з підтримки миру*; *air raid siren* – *повітряна тривога*;

2) military-technical terminology that unites scientific and technical terms, e.g. *air-to-air missile* – *ракета «повітря-повітря»*; *amphibious vehicle* – *автомобіль-амфібія*; *surface-to-air missile* – *зенітно-ракетний комплекс*

3) emotionally coloured military vocabulary (slang), presented by separate words and word-combinations frequently observed in the US army soldiers' speech, that actually are the synonyms of the corresponding military terms, e.g. *block-buster* – *бомба-блокбастер* (*a bomb especially designed to destroy blocks of big buildings*).

We should keep in mind that technical military equipment is to be used in the same way and for the same purposes no matter the final user. Translation of the military terminology should conform to the contemporary Ukrainian standards.

English-language multi-component military terms are formed by attaching certain explanatory features to a word denoting a key concept to obtain a specific concept. When translating multi-component military terms, the use of various transformations, grammatical, or lexical, or both might be needed, e.g. omission in mighty *workforce professionals* (професіонали). A translation error in a military context can endanger mission success and national security.

The main methods and techniques used while translating military terminology include transliteration and transcription, calquing, descriptive translation, functional analog, contextual substitution, and transformation. Transliteration and transcription are often used to translate military ranks, specific terms that do not have exact equivalents in the target language, as well as to translate abbreviations and acronyms [Емельянова, с. 230]. To avoid mistakes while reproducing military terminology, the search for a literal equivalent in the translation language is not always suitable, because of the specifics of the realities of a foreign army. The problem here is that an English term or its components may be similar to the Ukrainian term, but have a different meaning: *critical joint duty assignment billet* (критично важливе спільне завдання); *transitional military authority* (тимчасовий військовий уряд); *airborne* (повітряно-десантний).

The terms related to a foreign reality and missing in Ukrainian reality may have no generally accepted terminological equivalents: *outboard* (підвісний), *counterproliferation* (проти дія розповсюдження), *interdiction* (вузол перетину), *dispersal* (передислокація сил з метою підвищення живучості), *thruster* (ракетний двигун малої тяги).

Terms that are denoted by slang words and expressions, e.g. *Jawa* – *term for an army soldier who is stationed in a desert area, named after the desert-dwelling aliens of "Star Wars"*, or *digies* – *digital camouflage worn by Soldiers and Marines*. The

translation of such words demands not only deep professional knowledge, but quick wit as well.

Special attention in the course of translation should be paid to the terms that reflect the reality of foreign military life, without any synonyms and equivalents in our military sphere and language. For such terms it is better to use explanatory substitution, e.g. *column gap* – *розрив або дистанція у колоні транспортних засобів* (the space between two consecutive elements proceeding on the same route). Translation of such terms is one of the hardest parts of military translation because the correct variant of translation cannot be found without analyzing its components.

Визначаючи особливості аббревіатур у військовому дискурсі, ми маємо відмітити, що результатом процесу аббревіації стають скорочення певних типів: усічення (*helicopter* – *copter*), ініціальні аббревіатури (*Air Force* – *AF*), аббревіатури змішаного типу (*mobile floating assault brigade* – *MOFLAB*).

Many military terms are put in the form of abbreviations. The phenomenon of abbreviation perfectly reflects the spirit of our dynamic epoch, characterized by an urgent need to transmit much information during the shortest period of time. Translation of military abbreviations presupposes reformulation of one language to another. To decode abbreviations such methods are proposed to use: 1) context analysis; 2) use of dictionaries of abbreviations; 3) analysis of the structure of reductions; 4) use of analogies [15, p. 171].

Abbreviations often stand for names of organizations, associations, and educational institutions: *BGB* (*Big Grey Boat* – *Білий сірий човен*) refers to large ships, carriers and battleships that are gray in color; *AAE* (*Artillery Accuracy Effectiveness* – *ефективність роботи артилерії*). A very useful tool for the translator to have at his disposal a glossary of abbreviations of the subject field he is working on. In some cases, the translator may also have to consult his client, or the author or the source text for more clarification of the terms. In the course of term translation, it is necessary to keep in mind that abbreviations may be polysemantic, so their rendering into Ukrainian requires special attention. Military acronyms may include specialized terms that do not always have direct equivalents in another language: *STOVL* (*short take-off and vertical landing aircraft*) – *літаки з коротким злетом і вертикальною посадкою*. The difficulty of translating military abbreviations also lies in the fact that they can have different meanings depending on the country and military structure. According to V. I. Karaban, abbreviations may be translated as: 1) transfer of a foreign abbreviation to the corresponding abbreviation of another language or creation of a new abbreviation in another language; 2) translation of a foreign abbreviation into the appropriate full form in another language; 3) transcoding (transliteration and transcription); 4) descriptive translation; 5) borrowing a foreign word (preserving the Latin spelling) [16, p. 71].

Abbreviation is also known as one of the most recurrent means of military titles nomination, like in the following examples: “VADM” for “Vice Admiral”, “WO” for “warrant officer”, “VC” for “Vice Commandment”, “SECDEF” for “Secretary of Defense” [17, c. 48]. When analyzing texts for translation, it should be kept in mind that the rank system forms the basis of the structure of the army of any state; military ranks, in turn, are an important component of the official structure of the anthroponym in the military sphere, e.g.: *Lieutenant General* (генерал-лейтенант), *Brigadier* (бригадний командир). Official anthroponyms of military discourse take into account the national official structure of English

anthroponyms in general and are distinguished by their independence, strict adherence to the hierarchical order of subordination in particular, and a strict system of ranks is observed in the forms of address.

Conclusions. Translation-oriented analysis of military media-text requires the translator to have extensive knowledge not only in the field of translation studies, but also in linguistics. The adequacy of military translation presupposes not only accurate transfer of the content, but a more thorough transfer of its linguistic peculiarities, the order of parts and the arrangement, sequence of presentation and a number of other important factors that are crucial to a military specialist. The complexity of the process presupposes analyzing the text before the translation process starts. Military media differ from any other texts in special military vocabulary, the wide use of military terminology, set phrases characteristic only of the military sphere of communication, special abbreviations and other peculiar features. When translating authentic texts, one should take into account the basic realities of the British and American armed forces, national characteristics reflected in the relevant military terminology, and the military sublanguage as a whole.

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Четверікова О. Специфічні особливості орієнтованого на переклад аналізу медіатексту

Анотація. З точки зору сучасних досліджень у галузі перекладознавства, військовий переклад відіграє ключову роль у збройних силах країн світу, що передбачає точний та культурно чутливий переклад текстів, повідомлень та термінології, пов'язаних з різними військовими сферами. Орієнтований на переклад аналіз тексту є актуальним як на етапах розуміння та трансформації вихідного тексту, так і на етапі перевірки, редагування та оцінки якості результатів перекладу. Це передбачає визначення припущень щодо методів його перекладу, які є найбільш ймовірними для вибраного оригінального тексту. Процедура само-редагування зберігає єдність стилю тексту під час перекладу. Переклад військових медіатекстів вимагає комплексного підходу до ієрархічної

структури всього військового масиву, оскільки помилки в перекладі призводять до неправильного використання зброї або навіть підризу цілої оборонної стратегії. Враховуючи різноманітність сучасних медіатекстів, підходи до вибору стратегії перекладу є досить складними. Військовий медіатекст розглядає питання міжнародних конфліктів, правові та моральні аспекти війни та питання, пов'язані зі збройними силами, їх технічним оснащенням. Переклад сучасної військової лексики потребує ретельного аналізу. Військова термінологія постійно змінюється у зв'язку з появою нових зразків озброєння та військової техніки, переклад скорочень та акронімів також впливає на зразки озброєння та військової техніки. Вирішальними факторами перекладу військової термінології з англійської мови на українську є точність та контекстна адаптація. Емоційно забарвлена військова лексика, представлена окремими словами та словосполученнями, що часто спостерігаються в мовленні солдатів армії США, потребує спеціального розшифрування. Офіційні антропоніми військового медіатексту повинні враховувати національну офіційну структуру.

Ключові слова: переклад, аналіз, медіатекст, термінологія, абрєвіатура, комунікація.

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