

For educated German readers, the reference to Weimar and Lotte points to Johann Wolfgang von Goethe and his famous relationship with Charlotte Buff.

This would not work for English speaking readers, but there may be some doubts as to whether the new main title really conveys a referential function, although it is certainly more appellative.

Translating the expressive function. In order to achieve the expressive function, a title must be in accordance with the value system of the addressed audience or make any different value system explicit. Since the expressive function is sender-related, it is the translator's responsibility to respect the intention of the author, e.g.:

Alan Paton: Cry, the Beloved Country

German: *Denn sie sollen getröstet werden (For they shall be comforted)*

Ukrainian: *Плач, кохано країно*

The original title of the book by Alan Paton, which deals with apartheid in South Africa, expresses the author's sorrow for his country. The German title, in contrast, expresses the confidence that all will be well in the end.

References:

1. Newmark, Peter. 1988. *A Textbook of Translation*. New York, London, Sydney, Tokyo: Prentice Hall.
2. Nida, Eugene A. and Charles R. Taber. 1974. *The Theory and Practice of Translation*. Leiden: E. J.Brill.
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THE SPECIFICS AND METHODS OF EQUIVALENT TRANSLATION OF TECHNICAL INSTRUCTIONS

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The issue of correct translation of the terms specific to a given field of knowledge is relevant to the translation of technical instructions. Incorrect translation can lead to misunderstanding of the work content by the recipient and to partial or complete distortion of the original utterance meaning.

A term can be defined as a word or phrase, associated with one concept or object in the system of concepts in a special field of science or technology, which functions within a text according to the general laws of sentence structure and in close connection with other words and phrases.

The material for the analysis is a technical instruction to a hoover.

The study revealed that a number of terms of technical instructions can be translated by finding its equivalent correspondence - a constant, context-independent correspondence of a unit of the source language to a unit of the translating language.

For example:

Do not connect the power cord plug to the wall outlet until assembly is completed [1, p. 4]. – Не підключайте вилку шнура живлення до розетки до завершення складання.

This type of translation is characterized by the fact that if between the linguistic units of the source and target languages have become traditional equivalent correspondence, the translator is essentially deprived of choice. For example, the two-component term wall outlet has an equivalent in Ukrainian розетка and cannot be translated otherwise.

Finding an equivalent correspondence when translating the second term - power cord plug - is also the case, as the word power cord has a stable equivalent - шнур живлення in the English-Ukrainian dictionary.

However, it is part of a three-component composite term power cord plug with the structure "N + N + N", in which nouns are linked by an attributive relation. It has been translated with a transposition - a change in the order of linguistic elements. In this case, the noun plug was rearranged in place of the first member of the term-word combination, for which a variant correspondence вилка was selected, due to the requirement to conform to the usage of the Ukrainian language.

When translating instructions, it is also often necessary to resort to various kinds of transformations, e.g. Use a standard bayonet base appliance lamp rated at 120V and 15W [1, p. 12]. - Використовуйте приладову лампу зі стандартним байонетним цоколем на 120В і 15W.

In this sentence there is a five-part term standard bayonet base appliance lamp with the structure "Adj + N + N + N + N", in which the nouns are linked by an attributive relation. In the translation, the fourth and fifth components of the term have been rearranged in place of the first and second components and the third, fourth and fifth components - in place of the first, second and third in the Ukrainian translation, as well as grammatical substitutions of parts of speech: the noun appliance was translated by the adjective приладовий, and the noun bayonet by the adjective байонетний. The preposition зі, which is not present in the original text and is therefore not formally expressed, was also added, requiring this transformation in the translation.

Thus, it can be said that the dominant ways of translating terms in the text of the hoover user manual are grammatical substitutions of parts of speech (37%), selection of variant correspondences (27%), permutations (18%). The following methods of translation are much less common, than translation by transformation of addition (11%), matching (3%).

References:

1. Instruction manual. Vacuum cleaner FM740 [Електронний ресурс]. – Режим доступу: <https://www.manualslib.com/manual/255651/Fantom-Fm740.html#manual>.