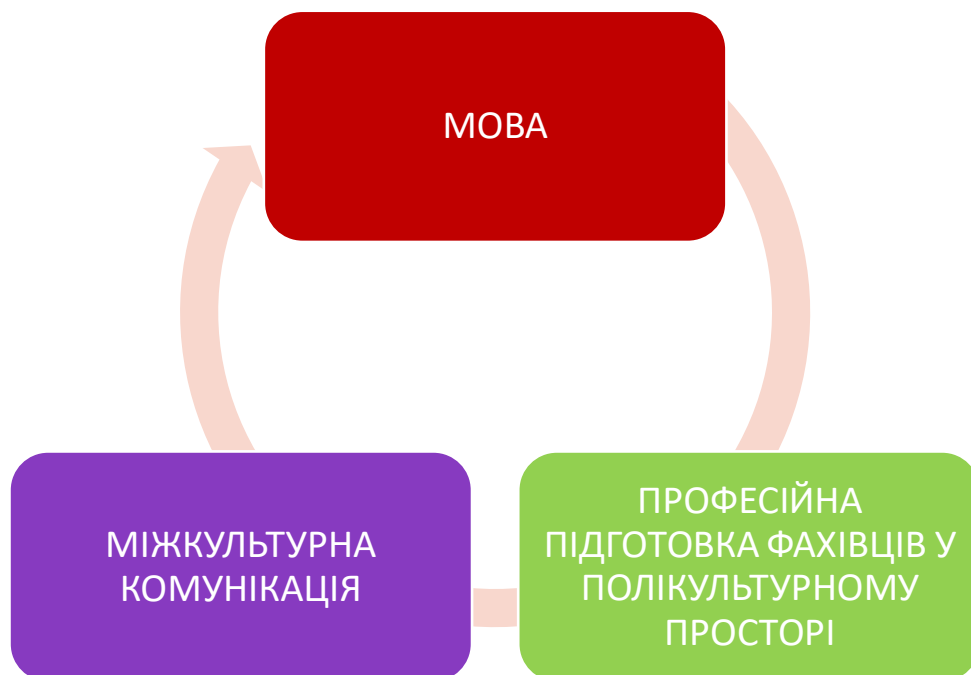


**АКТУАЛЬНІ ПРОБЛЕМИ ФІЛОЛОГІЇ І ПРОФЕСІЙНОЇ
ПІДГОТОВКИ ФАХІВЦІВ
У ПОЛІКУЛЬТУРНОМУ ПРОСТОРІ**



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ENGLISH PHARMACEUTICAL TERMINOLOGY AS THE OBJECT OF TRANSLATION

Keywords: *pharmaceutical, terminology, translation, challenges, translation techniques.*

The paper is aimed at researching the challenges of rendering English pharmaceutical terminology in the paradigm of communicative and functional approach to translation. Taking into consideration the tendency of universalization and globalization of medical discourse, the recent paper is urgent in the aspect of optimizing medical translation techniques in general and pharmacopoeial in particular. Pharmacopoeia is interpreted as any book describing drugs, chemicals, and medicinal preparations, issued by an officially recognized authority or serving as a standard. The terms "pharmacological" and "pharmaceutical" are used as complete synonyms, while terms "pharmacopoeial" and "pharmaceutical" are in hypo-hyper relationship as not all pharmaceutical are included into European Pharmacopoeia or State Ukrainian Pharmacopoeia.

The term "pharmaceutical terminology" at its turn is suggestive of the terms most often employed in pharmaceutical texts and labelled as professional terms in the field of pharmacy and pharmacology. The novelty of the research lies in the attempt to analyze the texts from the European Pharmacopoeia 2019 [4] in the aspect of their adequate translation into Ukrainian.

Pharmaceutical discourse as the constituent of medical discourse corresponds to the features of the institutional discourse formulated by V. I. Karasyk. But its distinctive feature is the legislative regulation of medications advertisement and realization. The fields of application of pharmaceutical discourse are the spheres of health defense and pharmacy. The objective of pharmaceutical discourse consists in providing medical and pharmaceutical assistance as well as in the classification of knowledge, techniques, skills and their rendering.

Lexical funds of medical and pharmaceutical discourse are identical as medicine and pharmacy are parts of the common cognitive and verbal field. As it has been proved in the course of the research the lexico-grammatical system of pharmacy is an independent verbal and semantic formation characterized by specific derivative and pragmatic mechanisms and tendencies. The terminological stock of pharmaceutical discourse combines the terms from different fields of knowledge like pharmacology, biology, chemistry, pharmacognosy.

Among the distinctive features of pharmaceutical discourse there are the following:

- tendency to interpret unambiguously pharmaceutical terms on the basis of the rational and critical worldview;
- the predominance of the informative function aimed at adequate rendering of the full scope of information about the certain medication to introduce it into treatment;
- social orientation at the participants of the pharmaceutical communication [2, p. 10-11].

Pharmaceutical discourse is distinguished by informativity, imperative character, cliché character, a great number of terms, precision, persuasion, officiality, social and communicative inequality of the addresser and the addressee.

Pharmaceutic texts are recognized by their functions, among which there are the following ones: the descriptive function, the prescriptive function, the informative and the regulatory functions.

The specificity of pharmaceutical discourse as the object of translation predetermines the methodology of its translation. The main challenge is pharmacological medical terminology which is distinguished by the prevalence of the root morphemes and affixed of Greek and Latin origin.

Still another problem is the usage of chemical symbols and names of elements, as well as formulas. For most notions there exist specific analogues characteristic of pharmaceutical discourse as opposed to general medical discourse.

For this reason, many international units of measurement and terms-proper internationalisms are employed like “propylene glycol” for “glycerol”, “per os” for “orally”, “acetylsalicylic acid” for “aspirin”, “per infusion” for “intravenously”, “pneumonia” for “lung inflammation”, “sodium bicarbonate” for “soda” and so on.

There is also a tendency to use euphemisms, like “lethal” for “deadly”, “toll” for “death rate”, “disorder” for “disease”, “mental” for “psychiatric”, “elderly” for “old”, “geriatric”, “gerontologic”, “malformation” for “tumor”, “alternatively intelligent” for “imbecile”, “alternatively able” for “handicapped” or “disabelled”.

Quantitative analysis has proved that the main way of word-building is abbreviation (42%), the second in recurrence is suffixation (33%), prefixation with suffixation makes up 13%, compounding occurs in 12%.

The abbreviated stems may be separated from the names of herbs, chemical elements and substances, like: “*rose-vin-um*” (“*vinca rosea*” – барвінок рожевий) – розевин, “*be-car-ol-um*” (беладона + гідрокарбонат натрію + олії) – бекарол, “*Beta-meth-aolum*” (“*Beta*” – назва хімічної групи, “*-meth-*” – метил, “*-adolum*” – знеболювальні) – бетаметазон.

As for the most common translation devices, loan translation, transliteration and transcription are most typical due to the chosen strategy of foreignization which allows to preserve the authenticity of the source pharmaceutic texts. Functional replacement and explication are less recurrent as they are employed in particular cases when there are no ready-made equivalents or analogues in the target language.

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MYTHOLOGEME AS A TRANSLATION UNIT: DIFFICULTIES OF TRANSFERRING THE CULTURAL AND HISTORICAL CONTEXT OF THE MYTH.

Key words: translation, myth, mythologeme, culturally biased lexical unit, ways of translation, contextual translation, equivalent.

Myths are widely considered to be one of the decisive factors that shape our perception of reality in many ways. They provide us with a framework for understanding the world around us, influence our behavior and decision-making as well as shape our cultural values and norms. By understanding the symbolic and cultural significance of myths, we can gain a deeper appreciation of their impact on our lives and society. Mythologemes, or mythemes, in turn, are the smallest units of meaning in a myth. They are the building blocks of a myth; they are essential for understanding the symbolic and cultural significance of the myth.

The translation of mythologemes which are, in fact, cultural units that embody and transmit cultural and historical knowledge, poses a unique and multifaceted challenge for translators due to their complex and versatile nature. Unlike other linguistic units, mythologemes are deeply rooted in the cultural and historical context of the source language and culture, and their translation requires a nuanced understanding of their symbolic and cultural significance. This involves not only a deep understanding of the source language and culture but also the ability to bridge cultural and linguistic gaps between the source and target languages and cultures, and to communicate the symbolic and cultural significance of the mythologeme in a way that resonates with the target audience. Furthermore, the translation of mythologemes requires a careful consideration of the target audience, as different audiences may have different levels of familiarity with the cultural and historical context of the source language and culture, and may require different levels of explanation and contextualization in order to fully appreciate the symbolic and cultural significance of the mythologeme. As such, the translation of mythologemes is a complex and challenging task that requires a nuanced understanding of the symbolic and cultural significance of the mythologeme, in order to achieve a faithful and effective translation.

Another difficulty in translating mythologemes is the need to balance the need for accuracy with the need for readability. Translators must ensure that the translation is accessible to the target audience while remaining faithful to the original myth. This can be particularly challenging when dealing with archaic language and structures that may not be familiar to modern readers.