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THE THEORETICAL ASPECTS OF RENDERING LEXICAL FEATURES IN THE TITLES OF ARTWORKS OF CONTEMPORARY BRITISH ARTISTS

The field of translation encounters significant challenges when dealing with terminology, primarily due to its specialized nature and the pivotal role it plays in facilitating accurate communication. Translators are tasked with the intricate process of transferring technical concepts across languages while ensuring the preservation of the original text's precision and specificity. Achieving this demands not only advanced linguistic proficiency but also a robust knowledge of the subject matter, an understanding of relevant cultural contexts, and an awareness of the conventions and expectations of the target audience. These challenges become particularly pronounced when certain terms lack direct equivalents in the target language. In such cases, translators must employ innovative strategies, including paraphrasing, borrowing, or creating new terms, all of which require a delicate balance between creativity and fidelity to the source material. Decisions in this domain must be approached judiciously to safeguard the intended meaning while minimizing the risk of introducing ambiguities. For instance, in the domain of medicine, specialized terms such as "placebo effect" or "antiretroviral therapy" may not have straightforward counterparts in some languages, prompting translators to either offer explanatory descriptions or integrate loanwords into the target text.

The research concentrates on the linguistic and cultural complexities inherent in translating the lexical features of artwork titles created by contemporary British artists. Its primary objective is to examine how the distinctive lexical and stylistic elements of these titles can be effectively conveyed in translation while maintaining their original meaning, artistic integrity, and cultural significance. Artwork titles serve as a condensed reflection of the piece itself, encapsulating the artist's intent, thematic nuances, and the sociocultural backdrop. This dual role makes the task of translation both captivating and demanding, as it calls for a combination of linguistic expertise, cultural awareness, and a deep interpretative understanding.

The work highlights the main stages of scientific thought in the field of translation of artistic texts, describes existing methods of lexical and grammatical transformations in the process of translating the titles of works of art, and analyzes samples of the titles of works by contemporary British artists.

Key words: translation, translation analysis, lexical transformations, titles of works of art, contemporary British artists.

Problem statement. The expanding globalization of the art world has heightened the demand for accurate and evocative translations of artwork titles in exhibitions, auctions, and publications. Effectively rendering these titles enables diverse audiences, regardless of their language, to engage with and fully appreciate the artistic and cultural subtleties of the works. This study adds to the wider conversation on cross-cultural communication and emphasizes the importance of translation in bridging linguistic and cultural divides.

The research aims to explore and examine the linguistic strategies and techniques used in translating the titles of artworks created by contemporary British artists. To fulfill this aim, the study outlines the following objectives:

1. To identify the lexical characteristics and stylistic elements present in the titles of artworks by contemporary British artists.

2. To investigate the methods and transformations applied during the translation of these titles.

The study's **subject focuses** on the lexical traits and stylistic nuances of artwork titles as linguistic constructs. Meanwhile, the research specifically examines the translation process, emphasizing lexical and grammatical transformations **as an object**.

Presentation of the main research material. Terminology holds a central role in linguistic studies and its practical applications across diverse fields. As a specialized segment of vocabulary, it is crafted to organize and communicate specific concepts within professional and academic contexts. Unlike everyday language, which tends to

rely heavily on context and may allow for varied interpretations, terminology is structured to ensure accuracy and clarity. This precision becomes particularly vital in specialized areas like medicine, law, engineering, and information technology, where unclear language can result in serious misinterpretations or costly mistakes. The function and defining linguistic features of terminology have been examined extensively by scholars, who emphasize its interdisciplinary significance and inherent complexity. [Ahmad, K., & Rogers, M. 2011 : 730].

Terminology poses distinct challenges in the realm of translation due to its highly specialized nature and its vital role in achieving accurate communication. Translators must skillfully navigate the intricacies of conveying specialized concepts across languages while preserving the precision and intent of the original text. This task demands not only linguistic expertise but also a profound understanding of the subject matter, cultural nuances, and the expectations of the target audience. The difficulty intensifies when specific terms lack direct equivalents in the target language, requiring innovative approaches such as paraphrasing, adopting loanwords, or even coining new expressions. These choices must be handled with care to maintain the intended message and minimize any risk of ambiguity. For instance, in the medical domain, terms like "placebo effect" or "antiretroviral therapy" may not have clear parallels in some languages, forcing translators to use explanatory descriptions or borrow terminology to communicate effectively.

Cultural factors add another layer of complexity to terminology translation. Many terms are deeply rooted in specific cultural contexts, embodying unique societal values, practices, and historical backgrounds. Bowker [Bowker 2015] emphasizes the importance of cultural sensitivity in translation, as the translator must ensure that the translated term connects with the intended audience while maintaining the original meaning. For example, the translation of legal and political terminology often demands not just linguistic accuracy but also a thorough understanding of the legal systems and governance structures in both the source and target cultures. In addition, effective terminology translation hinges on familiarity with domain-specific conventions, including existing glossaries and recognized terminological

standards. Translators commonly use resources such as multilingual term banks, specialized dictionaries, and corpus-based tools to maintain consistency and precision. Yet, as noted by Sánchez-Gijón et al. [Sánchez-Gijón 2009], these resources are frequently limited in scope, prompting translators to undertake independent research or consult with subject-matter experts to validate their work. The growth of interdisciplinary and global collaborations has further heightened the necessity for precise terminology translation. Scientific research, international trade, and technological innovation rely on the seamless flow of specialized knowledge across linguistic boundaries. This trend highlights the critical need to equip translators with both advanced linguistic competencies and domain-specific expertise to navigate the increasing complexities of terminology translation. Bowker [Bowker 2015] underscores the inherent challenges of terminology translation, pointing out that terms are often intricately tied to specific knowledge systems and cultural frameworks. Unlike general vocabulary, specialized terms possess a high degree of semantic precision and density, leaving little room for variation or ambiguity. For instance, in legal translation, a term like "tort" cannot be loosely rendered without risking a misrepresentation of its legal implications. Similarly, technical disciplines such as medicine and engineering demand exact equivalence in translations to avoid errors that might lead to significant consequences [Bowker 2015].

One of the core challenges in terminology translation lies in distinguishing between specialized terms and general vocabulary. As outlined by Khan [Khan 2016], terms are marked by their specific and context-dependent meanings, setting them apart from ordinary words that allow for broader interpretation. This distinction presents a critical task for translators, who must ensure the precise communication of a term's meaning without losing its technical or cultural depth. For example, in the realm of physics, the term "quantum entanglement" corresponds to a distinct phenomenon, and an erroneous translation could lead to misunderstandings or misrepresentation of scientific concepts [Khan 2016].

Sánchez-Gijón et al. [Sánchez-Gijón 2009] highlight that translating terminology effectively necessitates a problem-solving mindset, bringing

together linguistic proficiency and expertise in the relevant domain. They advocate incorporating problem-based learning approaches into translator training, equipping students with the tools to systematically tackle terminological issues. Such methodologies encompass using terminology databases, glossaries, and corpus-based analysis tools to identify and validate appropriate translations with precision.

A key strategy to address challenges in terminology translation is standardization. Bowker and Delsey [Bowker, L., & Delsey, T. 2016 : 76] stress the significance of standardized terminology resources, including multilingual databases and industry-specific glossaries, in achieving accurate and consistent translations. These standardized tools help eliminate ambiguity and reduce chances of miscommunication, particularly in highly specialized fields such as aviation, pharmaceuticals, and international law. Translators with access to these resources are better positioned to produce reliable work that adheres to established norms and expectations.

Despite its advantages, standardization does have its limitations. Faber and Montero-Martínez [Faber 2019 : 250] point out that standardized terminologies sometimes overlook linguistic and cultural diversity, complicating translation processes that require localized adaptations. For instance, while a term may be standardized in one region, its usage or connotations could differ elsewhere, making it essential for translators to carefully consider the target audience and cultural context during translation [Faber 2019 : 252].

Haque et al. [Haque 2019] delve into the challenges faced in low-resource environments where comprehensive databases and specialized training are scarce. In these situations, translators often employ heuristic strategies such as leveraging their expertise, collaborating with peers, and using freely available resources to achieve accurate translations. While such methods can yield acceptable outcomes, they emphasize the need for enhanced training programs and support structures tailored to the requirements of translators working within constrained settings [Haque 2019].

Antia et al. [Antia 2005] discuss the synergy between theoretical advancements in terminology research and real-world applications in translation. They propose that developments in scientific

research can lead to more efficient tools and methodologies, such as machine translation systems and computer-assisted translation technologies. For example, algorithms designed for terminology extraction or tools employing semantic analysis can assist translators in identifying specialized terms and their equivalents more efficiently, thus reducing both cognitive strain and time invested in manual research [Antia 2005].

Terminological challenges in translation arise from factors including term specificity, standardization requirements, and resource availability. Translating terms often demands a thorough understanding of their technical context because terms are deeply embedded in specialized knowledge systems and may lack direct equivalents in the target language. For example, fields like artificial intelligence and biotechnology frequently introduce new concepts such as "neural networks" or "CRISPR technology," necessitating careful translation efforts to retain their original meaning and implications accurately.

Terminology serves as a crucial link between theoretical knowledge and its practical implementation. It facilitates the systematic organization and retrieval of information, which is indispensable in both research and professional domains. By standardizing language within a specific field, terminology ensures that professionals and academics from diverse cultural and linguistic backgrounds can collaborate seamlessly. This standardization also forms the backbone for the creation of training materials, technical guides, and educational resources that rely on consistent and universally comprehensible terminology. Ahmad and Rogers [Ahmad, K., & Rogers, M. 2011] observe that the evolution of terminology is a dynamic process shaped by advancements in knowledge, cultural transformations, and technological progress, mirroring the evolving demands of society and academia. Consequently, terminology not only fosters effective communication but also actively contributes to the development and refinement of specialized knowledge systems. The primary role of terminology is to enable clear and effective communication within specialized disciplines. Finch [Finch 2000] pointed out that terminology functions as a tool for encoding and decoding complex information, ensuring precision in technical communication. It bridges the divide between

intricate theoretical concepts and their practical applications. For example, in medical contexts, terms like "pathogenesis" or "immunotherapy" succinctly convey elaborate processes through compact lexical expressions [Jackson 2007]. In addition, terminology plays a vital role in knowledge transfer, especially in multilingual and multicultural settings. Ahmad and Rogers [Ahmad, K., & Rogers, M. 2011] emphasized the increasing importance of terminology extraction through corpus linguistics methods to facilitate accurate translation of specialized knowledge. They argued that robust and well-structured terminological systems are essential for ensuring consistent and precise translations, which are critical for enhancing international collaboration. As science and technology advance, terminology constantly adapts to meet shifting societal and professional requirements. Barkema [Barkema 1996] noted that idiomatic expressions and terms evolve in response to contextual demands, blending linguistic creativity with functional accuracy. A defining feature of terminology is its precision. Terms are crafted to convey a singular, unambiguous meaning within their respective fields. Crystal [Crystal 2011] referred to this characteristic as "monosemy," a property that sets terms apart from general vocabulary, which often carries varied meanings based on context. For instance, the term "morphology" specifically denotes the study of word structure in linguistics but takes on a different meaning in biology, where it refers to examining the form and structure of organisms [Crystal 2011]. The process of standardization represents a fundamental aspect of terminology. Jackson [Jackson 2007] highlights that the adoption of standardized terms fosters consistency and coherence in professional communication, particularly when engagement occurs across international and interdisciplinary contexts. This effort typically involves regulatory authorities, such as the International Organization for Standardization (ISO) or national linguistic councils, which are tasked with supervising the development and dissemination of standardized terminological glossaries. Terminology, by its nature, is systematically organized, with terms being interrelated within conceptual frameworks. Trask [Trask 2014] emphasizes that terms do not function as isolated lexical units; rather, they exist as components of broader terminological systems

that mirror the hierarchical and relational structures inherent to specific fields. For example, in the computing domain, terms such as "algorithm," "compiler," and "debugging" exhibit semantic interconnections within the overarching conceptual sphere of programming. Moreover, terms are inherently context-sensitive, deriving their meanings from the specialized discourse in which they are employed. Finch [Finch 2017] posits that context serves as a critical determinant in the interpretation of terms, given that a single lexical item may possess varying interpretations across distinct disciplines. As an illustration, the term "cell" may denote a biological entity, a unit within a prison structure, or a segment in a spreadsheet, contingent upon its contextual application.

The operational dynamics and linguistic attributes of terminology highlight its critical role in ensuring precise and effective communication within specialized disciplines. According to Finch [Finch 2000], terminology acts as a vital link between theoretical frameworks and practical applications, while Ahmad and Rogers [Ahmad, K., & Rogers, M. 2011] underscore its importance in facilitating cross-cultural and multilingual knowledge exchange. Key linguistic traits, including precision, standardization, systematicity, context dependence, dynamism, and multidimensionality, collectively characterize terminology as an essential and unique element of language. A comprehensive understanding of these features enables researchers and professionals to navigate the intricacies of specialized discourse more effectively, thereby fostering advancements within their respective domains.

Results. To sum up: standardization plays a pivotal role in influencing the translation of terminology. It ensures consistency and promotes mutual understanding, particularly in industries dependent on rigorous terminological frameworks like aviation, medicine, and legal practice. Another significant factor is resource availability, which greatly affects a translator's ability to manage terminological challenges. Translators typically depend on specialized dictionaries, glossaries, term banks, and computer-assisted translation (CAT) tools to ensure precision and uniformity. However, in resource-scarce settings where these tools are lacking or underdeveloped, translators often rely on their expertise, consult domain specialists, or adopt heuristic approaches.

Equally vital is cultural sensitivity in terminology translation. Many terms are deeply linked to the cultural, historical, and social contexts of their origin language. Translators need to take these aspects into account to produce translations that are not just linguistically accurate but culturally relevant as well.

A strategic solution-oriented approach can elevate the quality of translations by addressing these multifaceted challenges. Such strategies empower translators to analyze critically, collaborate effectively with experts, and employ advanced technologies to contend with specific translation hurdles. Systematically tackling these issues helps translators ensure the precise and meaningful spread of specialized knowledge

across cultural and linguistic divides. This process not only enhances global collaboration but also promotes cross-cultural understanding and facilitates the worldwide exchange of ideas and innovations. Additionally, the analysis of fiction discourse provides a compelling area of inquiry that delves into linguistic artistry, cultural references, and narrative structures. Fictional texts stand out through their creative language use, intertextual elements, and the crafting of imaginary worlds that define their uniqueness. Researchers have thoroughly explored theoretical and methodological approaches to studying fiction discourse, highlighting its interdisciplinary character and its significance in appreciating broader cultural and societal contexts.

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ТЕОРЕТИЧНІ АСПЕКТИ ПЕРЕКЛАДУ ЛЕКСИЧНИХ ОСОБЛИВОСТЕЙ НАЗВ ТВОРІВ МИСТЕЦТВА СУЧАСНИХ БРИТАНСЬКИХ ХУДОЖНИКІВ

Галузь перекладу стикається зі значними труднощами, пов'язаними з термінологією, головним чином через її спеціалізований характер та ключову роль, яку вона відіграє у сприянні точному спілкуванню. Перекладачам доручено виконувати складний процес передачі технічних концепцій між мовами, забезпечуючи при цьому збереження точності та специфічності оригінального тексту. Досягнення цього вимагає не лише високого рівня лінгвістичної майстерності, але й ґрунтовних знань предмета, розуміння відповідних культурних контекстів та усвідомлення умовностей та очікувань цільової аудиторії.

Ці труднощі стають особливо вираженими, коли певні терміни не мають прямих еквівалентів у цільовій мові. У таких випадках перекладачі повинні використовувати інноваційні стратегії, включаючи перефразування, запозичення або створення нових термінів, що вимагає делікатного балансу між креативністю та точністю до вихідного матеріалу. Рішення в цій галузі повинні прийматися розсудливо, щоб зберегти передбачуване значення, мінімізуючи ризик виникнення неоднозначностей. Наприклад, у галузі медицини такі спеціалізовані терміни, як «ефект плацебо» або «антиретровірусна терапія», можуть не мати чітких аналогів у деяких мовах, що спонукає перекладачів або пропонувати пояснювальні описи, або інтегрувати запозичені слова в цільовий текст.

Дослідження зосереджено на визначенні лінгвістичних та культурних складнощів, властивих перекладу лексичних особливостей назв творів мистецтва, створених сучасними британськими художниками. Його основна мета — вивчити, як відмінні лексичні та стилістичні елементи цих назв можуть бути ефективно передані в перекладі, зберігаючи при цьому їхнє оригінальне значення, художню цілісність та культурне значення. Назви творів мистецтва слугують стислим відображенням самого твору, втілюючи задум художника, тематичні нюанси та соціокультурний фон. Ця подвійна роль робить завдання перекладу водночас захопливим і вимогливим, оскільки вимагає поєднання лінгвістичної експертизи, культурної обізнаності та глибокого інтерпретаційного розуміння.

У роботі висвітлено основні етапи наукової думки в галузі перекладу художніх текстів, описано існуючі методи лексичних та граматичних трансформацій з теоретичної точки зору у процесі перекладу назв творів мистецтва та проаналізовано зразки назв творів сучасних британських художників.

Ключові слова: переклад, аналіз перекладу, лексичні трансформації, назви творів мистецтва, сучасні британські художники.

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