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ДОСТИЖЕНИЯ НАУКИ И ОБРАЗОВАНИЯ

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THE PROBLEM OF TRANSLATION OF REALIA (AMERICANISMS)

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Abstract: in the given article the word "realia", the concept of realia and that it is culture-specific vocabulary (untranslatable) are deeply studied. Besides, distinctions of realia from other words are allocated at comparison of languages and cultures. Realias have the most in common with terms, and they often mean the same as the terms, phrases that denote events, ideas, and objects, without synonyms. To train students in realias helps to prepare them not only for dialogue with carriers of studied languages, but also to communicate with representatives of other cultures.

Keywords: realia, culture-specific vocabulary (untranslatable), neologism, culture, connotative words, local realias, periodic coloring.

Russian scholar G.D. Tomakhin, who studied the lexicon of country knowing, uses the terms "denotative realia" and "connotative realia" in the study of American English. According to G.D. Tomakhin's research denotative realias are language facts which do not have a corresponding word in the comparative culture and define the objects and phenomena specific to that culture.

The following concepts are used by researchers to define real words in translation:

- vocabulary without equivalence – words that have no equivalent to the language except for the language circle (G.V. Chernov, A.V. Fyodorov);

- exotic vocabulary – lexical units representing geographical and historical realias (A.Y. Suprun);

- lacunae (lacunas) – cases that are common to one culture but not observed in another one (I.I. Revzin, V.Y. Rozentsveyg);

- barbarisms – words that help create local coloration and allow to describe the characteristics of foreign customs, life and living conditions (A.A. Reformatkiy) [4];

- cultural lexicon (ethno lexeme) – lexical units that describe the system of knowledge about the culture of a precise nation (L.A. Sheyman);

- alenisms – words in unknown languages that express the stylistic function of exoticism (V.P. Berkov).

Some linguists consider that special facts of state structure and history of all national society, the specificity of its geographical environment, household items related to the past and present, ethnographic and folklore concepts belong to realias.

S. Vlahov and S. Florin describe realias as a special category of expressions that include objects that are specific to one nation but are alien to another culture, history and life. Researchers emphasize the need for a special approach to the translation process of realias, as realias represent national and historical coloring and have no obvious alternative in other languages.

Let's compare the current term "realia" in linguistics and translation and treat it as a unit of language. There is no consensus as to which category of language units the realia refers to. However, most scholars (A.V. Fyodorov, S. Vlahov, S. Florin etc.) believe that realias can be represented by semantically equivalent words and phrases [2].

The grammatical form of realia, as a word, depends on a particular part of the speech and on the specificity of the grammatical structure of the language. According to the observations of linguists S. Vlahov and S. Florin, most realias are nouns, which mean the names of subjects and events.

In order to determine the content of realia as a term of translation, it is necessary to analyze it in the context of other lexical classes. There are foreign-language units, as well as historically limited meaning units between the two classes.

There are two types of realias in philology:

1. Realia is a subject, event or concept specific to the lifestyle, culture and history of a particular nation or country that does not exist in other languages;

2. A word that denotes such a subject, concept or event, and a combination of words (phraseology, proverbs, aphorisms) that contain such words.

Realia is only a material cultural items belonging to a particular nation and people, historical facts, names of state institutions, names of national and folk heroes, mythological creatures and other names [4].

Translators usually have to rely on long (broad) definitions and propose their own neologisms. For example, **Victrola** (hardware of a certain brand; **Victor** – the name of the manufacturer of radio and television equipment); **book-maker** (receiver of money that spectators make during the race); **roadster** (unfolding two seats drive car).

When comparing languages and cultures, we can distinguish between perceived (except realia) and indicative (except form) forms. Differences between perceptions are noticed in the following cases:

1. The realia of one language community does not exist in another. For example, **Am. Drugstore** – a pharmacy; **Yellowpages** – yellow paper business directory of telephone reference [3].

2. Realia exists in both languages, but it is not expressed separately or in any way. For example, **Am. Cloverleaf** – freeway intersection with alfalfa leaf [1].

3. Different societies perform similar functions through different realias (functional similarities of different realias). For example, **Am. hotdog** – a hot sausage sandwich; **Am. soda fountain** – an ice cream cafe [3].

4. Similar realias are functionally different. For example, **cuckoo's call** – as American believe that "the cuckoo singing" refers to the number of years which a girl has before marriage, and in Russia it means a man's life expectancy.

The names of local sights are an example of local realias. Such places, even though they are well-known outside of their area (sometimes included in the National Cultural Fund) are mentioned relating to the same place. For example, **Cabildo** – former residence of Spanish governor of New Orleans, **Alcatraz** – former prison on the same named island near San Francisco or **Freedom Trail** – "the route of freedom" (a tourist route through central Boston to see the historical monuments related to fight for independence of South American colonization) [3].

Periodic coloring is also characteristic of realism. As a language event closely related to culture, these lexical units are quick to respond to any change in society. Among them the realias of neologism, colonialism, and archaism can be easily distinguished. For example, in the 1950s and 1960s in the United States, the younger generation's rebellion is reflected in the emergence of words such as **beat generation** (tired, broken, chilled generation; **bitches**). This realia, which emerged in the 50's, was initially regarded as neologism, and then gradually came to be a different concept of **hippie** (a hippie, the youth, rejecting the morals and lifestyles of modern bourgeois society, and expressing their protagonist by unordinary clothes, character, and behavior).

At the end of 1969, the name of a small island of **Chappaquiddick**, situated in the state of Massachusetts in the USA became famous. There, on July 18, 1969, at midnight, a car accident occurred at a glance. The car driven by Senator Edward Kennedy crashed down the bridge and his secretary, who was with him, Mary Copechny, had drawn not getting out of the car. The incident was used by the political competitors of Edward Kennedy and the word **Chappaquiddick** appeared in the press when it came to the nomination of Edward Kennedy for the position of American President.

In the late 1970s, it was revealed that many high-ranking US officials, including congressmen, were involved in bribery. FBI spies wearing clothes of Arab Sheikhs seized them giving large sums of money. This event gave birth to a new realia **Absecon** (a brief name for "Arabsecon", a secret operation to combat crime).

Linguists Y.M. Verashagin and V.G. Kostomarov comment on the translation of realias in teaching languages: "The two national cultures are never completely compatible, each of which is made up of national elements. Compatible (international) and incompatible (national) units for each pair of comparing cultures are different." [6].

Shortly speaking, the main task of a teacher is to prepare students to communicate not only with the carriers of the language learning but also with the members of other cultures.

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