

should only use this translation tool when there is really no corresponding word or phrase in the target language;

c) Adaptation is an adaptation of a foreign-language reality giving it the appearance of a native word on the basis of a foreign language material.

d) Semantic neologism is a new word or phrase, "invented" by a translator, that allows to convey the semantic meaning of realia. The main difference between calque translation and semantic neologism is the lack of etymological connection with the original word. But Vlachov and Florin point out that "the method of translating realities by neologisms is the least used: the reason is quite obvious – the creator of the language is the society and very rarely – a separate author".

An approximate translation of realia is more commonly used than any other method. Though this method is not quite accurate, it can convey the substantive content of realia, but the colour is often lost because the expected connotative equivalent is replaced with a word which is neutral in style (a word or phrase with zero connotation).

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REALIA AS THE CULTURAL PECULIARITY

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Globalization increases the interaction between people of different countries. According to this, the need of translators and interpreters grows as well. During our investigation we came to the conclusion, that culture and language are strongly connected, as they develop in one time and area. We developed a conviction, that language is one of the manifestations of culture. According to this statements, during translation we must pay attention to cultural and linguistic background.

The national peculiarities of a country are clearly showed in the linguistic units. It was revealed that many scholars attached much importance to the realia, as it plays an important role in the study of the national-cultural content of a language, features of social organization, customs, art, science, literature, everyday life and epos.

According to Bulgarian translators S. Vlahov and S. Florin, realia are the words and phrases denoting the objects typical for the life (household, culture, social and historical development) of one nation and alien and unfamiliar for another, being the bearers of national and historical colour, they do not have exact accordance (equivalents) in other languages, and therefore cannot be translated on the general basis, requiring a specific approach. The scholars distinguish four ways of translation realia:

- 1) transcription or transliteration;
- 2) neologism (calque, half calque, appropriation, semantic neologism);
- 3) substitution;
- 4) approximate translation (generalization, functional analogue, description, explanation, interpretation).

We usually use transcription or transliteration when we deal with toponyms, anthroponyms or zoonyms.

For example, the name of German city *München* is translated into English as “*Munich*”, and into Ukrainian as «*Мюнхен*». English word “*fjord*” can be rendered into Ukrainian language as «*фіорд*».

S. Vlahov and S. Florin state, that the way to translate realia by neologisms are the least used. The reason of this phenomena is quite obvious, as usually people are the creators of language and seldom a separate author. Despite of this fact, we still use calque translation while dealing with translation nicknames or bynames. For example, the name of English king *Richard the Lionheart* is translated into Ukrainian as «*Річард Левове Серце*».

Substitution is also used in the translation of realia. We can substitute realia with a generic expression of broader meaning or provide the substitution with a functional analogue.

Let us consider the following example: “He’s set to meet Bianca in a Stories at 3:00”.

The meaning of this sentence can be rendered into Ukrainian in the two following ways:

- 1) «Він домовився зустрітися з Б’янкою в кафе о третій»;
- 2) «Він домовився зустрітися з Б’янкою в Старбаксі о третій».

Stories is a popular café in London, Great Britain. But it says nothing to Ukrainian reader or listener. In first case we substituted the realia with a broader meaning, but the sentence has lost its local color, while in the second example we substituted the name of the unknown in Ukraine café by the famous one. In this case the sentence has preserved its cultural value, as Starbuck’s is also one of the most popular cafes in the United Kingdom.

We reached the conclusion, that approximate translation is used the most frequently, as it allows to convey the approximate meaning of the realia, nevertheless of that fact, that in this case realia loses its local color.

For example, we can translate the meaning of Ukrainian word «*кобза*» as “*kobza, national Ukrainian musical instrument*”.

In this way we came to conclusion, that realia is the cultural peculiarity of the country. According to this, it is impossible to render an exact meaning of realia without any background knowledge of the country and its culture.

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TRANSLATION FEATURE IN THE CONTEXT OF GLOBALIZATION

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We live in the era of globalization. This term refers to the integration of economic, political and cultural systems across the world.

English today is regarded as the lingua franca of the XXI century. English in the context of globalization is a functional language used as a means of communication between speakers of different cultures. English did not always occupy such a dominant privileged position. Until the 17th century, the language of communication for the entire educated European elite was Latin. In the first half of the 20th century, German and French retained – along with English – their high status. In the 90s, the balance changed, and the English language began to dominate in the area of information exchange in the modern world, without experiencing competition from other languages. Undoubtedly, this is primarily due to US economic leadership.

Globalization has always been an important aspect of translation. Translation brings cultures closer. At present, the process of globalization is moving faster than