

integrate the information received by the students while listening to the podcast, such as answering questions or writing an essay upon the topic [ibid., p. 45].

In conclusion, it is appropriate to say that podcast technology may contribute to the formation of listening comprehension competence of pre-service English teachers, and it needs further implementation in the process of teaching foreign languages and cultures. The outlook of our research consists in specifying requirements for using podcast technology while forming listening comprehension competence of pre-service English teachers.

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#### **MAIN TENDENCIES IN TRANSLATING NATIONALLY MARKED WORDS**

Nationally marked words constitute a special subgroup of lexical units within a language that perform a function of conveying culturally important information. Most commonly known as realia these words have many names, such as –units of specific national lexicon (I. Korunets'), –lacunae (O. Selivanova), –exotic words (A. Suprun, O. Morokhovskiyi). Similarly, there is no consensus in terms of a single definition for this linguistic phenomenon. While opinions differ, researchers agree that realia require a special approach in translation as they carry information about phenomena that are absent in the linguaculture of the translation language.

A leading Ukrainian researcher in this sphere R. Zorivchak proposes in her book –*Realia and Translation*ll (1989) such a definition: –Realia are mono- and polylexemic units, the main lexical meaning of which contains a complex of ethnocultural information traditionally attached to them, which is foreign to the objective reality of the receiving language ll [1, p. 58]. In her work, she notes that the concept of –realiall in translation studies arises only when languages and cultures are juxtaposed, and cannot exist outside of this juxtaposition. At the same time, according to the researcher, it is not necessary to include any language phenomenon that is considered nationally specific as a reality. Realia is considered as a clearly defined category of translation studies related to the binary juxtaposition of languages [1, p. 52].

R. Zorivchak distinguishes 9 ways of translating realia: transcription (transliteration), hyperonymic renaming, descriptive periphrasis, combined renomination, calque, transposition at the connotative level, assimilation, contextual interpretation, situational equivalent [1, p. 93].

Transcription involves a transfer of a realia from a source language into a target language using the graphic means of the latter while maintaining the original phonetic form. *E.g. Tower –*

*Tayep, Wall-Street – Волл-Стрим* [1, p. 159].

Transliteration demands a letter-for-letter translation into the target language. *E.g. lord – лорд, гривня – hryvnia.*

Hyponymic renaming is based on the method of generalization and hyponymic relations. Within these relations, two terms can be defined – a hyperonym (a general term) and a hyponym (a specific term). During hyperonimic renaming, a specific term is substituted with a general term which results in a loss of certain cultural information. *E.g. свитка – coat, ulster – пальто.*

Descriptive periphrasis is a descriptive phrase, with the help of which a phenomenon, object, person or realia is called not directly, but descriptively through its characteristic features [3, p. 18]. *E.g. полонина – a mountain meadow, опришок – peasant rebel.*

Combined renomination usually consists of transcription with a descriptive periphrasis. This method is thought to be one of the most effective ways of conveying the semantics of a realia unit, though it inevitably comes with an increase in words. The transcribed word retains the –strangeness|| and –foreignness|| of the realia, and descriptive periphrasis explains the semantics of the word, its denotational, connotational and cultural meaning. *E.g. паска – paska, sweet bread, вечорниці – the Vechernitzi, the evening gathering and revel of youths and maidens* [1, p. 122-123].

Calque is a special type of adoption where the structural-semantic models of a source language are reproduced element by element with the materials of the target language [1, p.128]. Calque is often called a word-for-word translation. The essence of calque is in the remaking of the original text with the means of the target language. This process activates word-building means and triggers the formation of semantic neologisms. *E.g. стінгазета – wall newspaper, орден Ярослава Мудрого – the Order of Yaroslav the Wise* [1, p. 128].

Transposition at the connotative level involves replacing a realia of source language with a realia of target language with a different denotative but equivalent connotative meaning. *E.g. калина – cranberry* [1, p. 133].

The method of assimilation consists in the reproduction of the semantic and stylistic functions of the source realia by a foreign language analogue – the realia of the target language. *E.g. козачок – a valet, вйїт – a reeve* [1, p. 135].

Contextual interpretation involves translating realia with the help of a lexical unit that is logically connected with the realia of the target language but is not a dictionary equivalent. *E.g. медвідник – a bear-sword.*

A situational equivalent is the reproduction of an equivalent situation, semantics of reality, denotative, connotative, national and cultural information with a situational equivalent, which works only in the context of a particular situation. Finding a situational equivalent is a creative process in which the context plays a guiding role. *E.g. свату – matchmakers, нану – the gentry* [1, p. 139].

In conclusion, realia are one of the most dangerous pitfalls of the translation process. Their complex meanings require a translator to have vast linguistic and cultural expertise. The classification of methods of realia translation includes transcription (transliteration), hyperonimic renaming, descriptive periphrasis, combined renomination, calque, transposition at the connotative level, assimilation, contextual interpretation and situational equivalent. The way of translating a certain realia unit is determined by the linguistic and cultural context.

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## STYLISTIC MEANS IN SPORTS ADVERTISING

Any kind of advertising is a great and most effective way to promote products, services, ideas through mass media, and especially by means of the Internet or social media. The main purpose of advertisements and commercials is to attract the attention of consumers and encourage them to take certain actions, i.e. buying goods or services, and increasing sales.

Advertising could be of different forms, can deal with different themes and include different levels of aggressiveness. It can be a simple ad or a dizzying video of different brands. Advertising campaigns could be targeted at different audiences, depending on the target market and marketing strategies.

Most advertising messages focus on getting people to buy a particular product or service, but there are other forms of advertising that motivate and inspire consumers. B.V. Becker believes that advertising is used to convey messages to consumers, and can also help create a strong image of an individual or even group, which will make consumers more inclined to the advertised product as a whole [1, p. 58].

There are many formulas for creating certain ads. For example, there are research selection criteria based on the simple premise of how advertising works. An intermediate type of response suggests that advertising, consciously or unconsciously, must produce a certain psychological effect before it affects behavior. Everything happens in this approximate order: awareness, memory, attitude toward the brand [2, p. 26].

One of the examples of advertising that not only encourages people to buy a product, but also motivates people is Nike sports advertising. In general, this advertising can be more effective when it not only induces a purchase, but also inspires and motivates consumers to take actions that are consistent with their values and aspirations. For example: *–If you have only one hand, don't just watch football ... play it at the highest level!* Moreover, this type of advertising message stimulates consumers to develop and self-realize. Such messages can inspire people to achieve their dreams, reveal their potential, and stimulate them to learn new things.