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## TRANSLATING ABBREVIATIONS: CHALLENGES AND SOLUTIONS

In the era of the digital society and rapid development of science and technology, complex words are inevitably be replaced by short and concise terms. Therefore, the abbreviation is often used as a word-building tool in various languages. There are a lot of abbreviations in English which are penetrating other languages and Ukrainian is no exception. They not only enrich the vocabulary and are of convenience to users, but also show a peculiar tendency to simplify lexis. The common abbreviation is "DM" - direct message and "BRB" - Be Right Back (now back).

Despite the fact that abbreviations are believed to be the most used, there are also telescopes and contaminations. Abbreviations are divided into initialisms (OS (operational system) – OC (операційна система); DB/db (data base) – БД (база даних)), acronyms (VIP (very important person) – ВІП (дуже важлива людина)) and phonetic abbreviations (ICU (I See You) – бачу тебе).

Given the complexity of abbreviation constructions, translation poses a great challenge. When translating abbreviations, it is of importance to take into account the construction. When translating phrases or even sentences which are abbreviated, normally full Ukrainian sentences are used.

G2SY (Glad to see you) - рада тебе бачити.

IMU (I miss you) - сумую за тобою.

However, if abbreviations are popularized, they get abbreviated equivalents:

IMHO (In My Humble Opinion) – ІМХО (На мою скромну думку).

LOL (laughing out loud) – ЛОЛ (сміх вголос).

In most cases, acronyms have equivalents which greatly depend on the context. However, some are incredibly difficult to translate as they have no equivalents in specialized dictionaries (both of contractions and specialty terms).

It is worth noting that some English abbreviations are homonymous, they are graphically equal with different meanings. For example, the abbreviation CAT stands for:

computer-aided testing - computer testing (комп'ютерне випробування),

computer-aided typesetting - computer set (комп'ютерний набір).

computer-aided typesetter - a computer-assembled computer (набірна машина керована комп'ютером).

The example proves the significance of context when translating.

Since contractions stand for a word or phrase, there are four main ways of translating them into Ukrainian, two of which are the very translation (with the appropriate abbreviation or full word or phrase), and the other two are transrecoding (the abbreviation itself or the corresponding word or phrase), e.g. PC (personal computer) – ПК (персональний комп'ютер), NMR (microwave integrated circuit) – НВЧ ІМ (інтегрована мережа надвисокої частоти), ESP (electrostatic precipitator) – ЕФ (електрофільтр).

Interestingly, when translating contaminations, the model can mirror that of English or be absolutely different, e.g. ABE (air balancing engine) – ПРД (повітряно-реактивний двигун), blstg (blasting powder) – ВР (вибухова речовина)).

Another way of translating abbreviations is an initial equivalent in Ukrainian, e.g. Br Std (British Standard) – Британський стандарт, DDT (digital data transmission) – передача цифрових даних, POC (proof of concept) – перевірка концепції, REF (reference) – посилання. It is used when there is no corresponding

abbreviation in Ukrainian. It is possible, though, to create a Ukrainian abbreviation/contamination for a certain text with using the full phrase first and providing its shortened form in parenthesis, REF (reference) – посилання (пос.).

Some contractions are loan translated, e.g. WMO (World Meteorological Organization) – Всесвітня метеорологічна організація (ВМО).

Abbreviations and contractions can also be translated into Ukrainian using transcoding (transcribing or transliterating). It is necessary to stick to a certain system of international transcription or alphabetical correspondence.

ICAO (International Civil Aviation Organisation – ІКАО (Міжнародна організація цивільної авіації),

NATO (North Atlantic Treaty Organization) – НАТО.

There is no specific pattern in choosing between transcoding and translating. However, it should be noted that there is a growing tendency for transcoding of widely used English abbreviations of important international organizations, agencies, associations, corporations, etc. To be exact, GATT (General Agreement on Tariffs and Trade) – ГАТТ (Генеральний договір з тарифів та торгівлі), Benelux – Бенілюкс (Бельгія, Нідерланди, Люксембург).

Moreover, transcoding is used for truncations as well, with no focus on their group distinctions:

- ароскопы: compy (computer) – комп, bio (biography) – біо;
- аперезис are based on the original : phone (telephone) – телефон;
- синкопы: appps (applications) – аплікухи (додатки); dreads (dreadlocks) – дреди.

The analysis of translating abbreviations shows that the range of translation methods include: selection of the corresponding equivalents, transcoding, the descriptive method and loan words.