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"THE PRACTICAL USE OF DESCRIPTIVE UNITS AND PROBLEMS OF THEIR TRANSLATION"

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Annotation. This article examines the characteristics of descriptive units in modern language and their role in intercultural communication. It analyzes the main methods of rendering such constructions in translation, as well as the difficulties arising from linguistic and cultural differences.

Key words: descriptive units, paraphrase, translation, equivalence, semantics, culture, communication, linguistics.

Abstract. This article examines the characteristics of descriptive units in modern language and their role in intercultural communication. It analyses the main methods of rendering such constructions in translation, as well as the difficulties arising from linguistic and cultural differences.

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Аннотация. В статье рассматриваются особенности функционирования описательных единиц в современном языке и их роль в межкультурной коммуникации. Анализируются основные способы передачи подобных конструкций при переводе, а также трудности, возникающие вследствие языковых и культурных различий.

Ключевые слова: описательные единицы, перифраза, перевод, эквивалентность, семантика, культура, коммуникация, лингвистика.

Introduction.

The development of a language system is accompanied by a constant search for new means of expressing thought. One of these means is descriptive units, which make it possible to denote objects, phenomena, or persons not directly by their names, but through their characteristic features, qualities, or functions.Such constructions are widely used in various spheres of linguistic activity and perform not only a nominative but also a stylistic function.

Under conditions of globalization and the expansion of international contacts, interest in the problems of translating descriptive units is growing. Their significance goes beyond the simple transfer of information, since they reflect the specific features of the national worldview and cultural experience of native speakers. For this reason, studying the methods of translating such constructions is a relevant task for modern linguistics and translation theory. Descriptive terms are a distinctive form of linguistic naming based on identifying the most essential features of an object. Unlike direct naming, they make it possible to express additional shades of meaning and create a more vivid image. Thus, instead of the official name of a state, descriptive terms relating to its geographical, historical, or cultural features may be used in speech [1, p. 112].

The practical significance of descriptive expressions is particularly evident in journalism and the mass media. Journalists actively use such constructions in order to make the text more expressive and to avoid monotonous repetition. As a result, the message becomes more vivid and is more easily understood by the reader. Moreover, descriptive terms often perform an evaluative function, shaping a certain attitude toward the subject under discussion [2, p. 84].

In literary works, descriptive devices are a key element of the author's individual style. They help to create vivid images, enhance the emotional impact of the text, and reveal the author's point

of view. With the help of such devices, a writer can draw the reader's attention to certain characteristics of a character or event without resorting to direct description [3, p. 56].

Descriptive terms also play an important role in popular scientific texts. Here they help to simplify complex information and make the content more accessible to a broader audience. The use of descriptive terms makes it possible to explain new concepts through familiar features and associations, which facilitates understanding of the information.

The functioning of descriptive units in translation is particularly interesting. Translators face the necessity of conveying not only the basic meaning of linguistic units, but also their stylistic, emotional, and cultural content. At the same time, it is not always possible to directly recreate the source construction [4, p. 137].

One of the most common problems is the absence of an equivalent image in the target language. Many descriptive elements are formed under the influence of historical, cultural, or social factors specific to a particular people. As a result, the translator is forced to search for functional equivalents capable of preserving the overall communicative effect of the original text [5, p. 91].

Conveying the socio-cultural component of meaning is no less problematic. Some descriptive elements contain information that is understandable only to members of a particular cultural environment. In such cases, various translation approaches are possible: using explanatory notes, choosing an expression with a similar meaning, or applying descriptive translation. The choice of a particular method depends on the genre of the text, the purposes of translation, and the intended audience [6, p. 74]. It should be noted that the successful translation of descriptive elements requires a thorough understanding of the linguistic and cultural characteristics of both cultures. Insufficient attention to these factors can lead to the loss of subtle nuances or to a distortion of the author's intention. As a result, modern translation studies regard translation not merely as a linguistic process, but also as a cultural one [4, p. 152].

Today, due to the development of digital technologies and the mass media, we are witnessing an expansion in the scope of use of descriptive terms. New social realities give rise to original descriptive terms, which spread rapidly within the mass media and become a subject of translation practice. This, in turn, confirms the dynamic nature of the linguistic phenomenon under consideration and the need for its further study [3, p. 118].

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