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FEATURES OF THE TRANSLATION OF MENU INTO THE UKRAINIAN LANGUAGE

Nowadays such a marginal genre of formal and publicistic styles as menu can be considered an important element of informative influence on the public awareness. A **menu** is a list of dishes and drinks offered by a food service establishment to its customers. For example, when choosing a dish, one can be guided not only by taste preferences, but also by healthy eating, environmental friendliness, and other factors. In the context of modern globalisation, it can be perceived as an integral part of intercultural communication. Nevertheless, some Ukrainian-speaking citizens still need to correctly interpret the information represented by menu.

When translating it, the translator may face the following difficulties related to:

1. **Cultural differences.** Due to the fact that Ukrainian cuisine is different from English one that is why some dishes may not have a direct translation or equivalent in Ukrainian.

2. **Language differences.** Ukrainian and English have different grammatical structures, so it may be problematic to translate certain phrases accurately.

3. **Marketing considerations.** Translating menu is about conveying the right message and tone to the target audience. According to it, the translator will have to adapt the language and style to the Ukrainian restaurant market.

Moreover, it is important to note that the menu content includes such elements as sections, dish names and their description. Therefore, consider 8 types of lexical-semantic transformations applied in the translation of mentioned items.

1. Transcoding is a method that is carried out by reproducing the sound or graphic form of a word in the source language by means of the target language.

2. Loan translation is a literal translation that involves transferring a word or expression that appears in the source text into the target text.

3. Translation equivalent is a lexical unit of the target language that has the same meaning as the corresponding lexical unit of the source language.

4. The choice of the translation equivalent is a transformation used to translate multivocal words and requires reference to the context.

5. Descriptive translation is a method of translating lexical units of the source language when a word or phrase is replaced in the target language.

6. Contextual substitution is a transformation that results in a word or phrase that is not a dictionary equivalent and that is selected taking into account the contextual meaning of the word being translated in accordance with the grammatical norms of the source language [1, c. 287–288].

7. Modulation is a technique of contextual substitution, which consists in translating an equivalent whose meaning is a logical development of the word being translated [1, c. 289].

8. Permutation of a word aims to change the order of lexical items.

In turn, below there are 13 examples of menu elements, of which 5 are its sections and the others are dish names. As a result, it is possible to find out the use of several types of translation transformations at once:

(1) *desserts* – десерти (transcoding);

(2) *tipples* – алкогольні напої (translation equivalent);

(3) *sides* – гарніри [3] (the choice of the translation equivalent);

(4) *dairy-free options* – безмолочні страви; веганські страви (contextual substitution / modulation);

(5) *nut-free options* – страви без вмісту горіхів (contextual substitution and permutation of a word);

(6) *paella* – паелья; страва з рису, приправлена шафраном і приготована з м'ясом, морепродуктами та овочами [2]; плов (transcoding / descriptive translation / modulation);

(7) *parfait* – парфе; охолоджений десерт з вершків та яєць з додаванням фруктів і шоколаду [4] (transcoding / descriptive translation);

(8) *ratatouille* – рататуй; овочева рагу [2] (transcoding / modulation);

(9) *diet coke* – безалкогольний напій «Кока-кола» без додавання цукру (descriptive translation);

(10) *jugged hare* – тушкований кролик [3] (loan translation);

(11) *black pudding* – кров'яна ковбаса (translation equivalent);

(12) *half-caf latte* – кава з низьким вмістом кофеїну [3] (permutation of a word).

(13) *sake* – рисова горілка [3] (the choice of the translation equivalent).

Summarizing the above, translation is a rather complex process with many nuances, in which the translator has to express the text content of one language using the means of another one. When translating a menu from English into Ukrainian, the translator must have both knowledge of language and culture and in the field of the restaurant business.

References:

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