

LINGUISTICS, LITERATURE, PHILOLOGY

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TRANSLATION OF EUPHEMISMS**TATSIANA STELMAKH, ALENA KHRAMTSOVA****Polotsk State University, Belarus**

The article deals with the problem of euphemism translation in publicistic literature. It describes what the translator should take into account while interpreting euphemisms. Moreover, the article determines the prevalent methods of translation of the euphemistic units found in the newspaper texts.

The interest of researchers in the problem of euphemisms has grown for the last decades. It has become a subject of numerous studies of both national and foreign scientists. Euphemism, as a linguacultural phenomenon, is of particular interest because the process of euphemisms formation is taking place with increasing intensity and they are widely used in various spheres of speech activity.

The word "euphemism", according to the majority of researchers, derived from the Greek word "euphemismos" (eu – well, phēmi – speak).

Comparing the works of various authors, we found out the lack of a universal definition of euphemism.

Among all the currently existing definitions of euphemisms, the definition given by D.N. Shmelev reflects the concept of euphemism more accurately and clearly: "a word or a phrase that serves in certain circumstances to replace such signs which seem to the speaker undesirable, not very polite or too harsh[quotation: 3, p.402].

It should be noted that the problem of rendering euphemisms into the Russian language has become of great important, which in its turn has become the object of study. The translation of euphemisms depends on the context. One and the same lexeme may acquire different interpretations depending on the context and background information[1, p.16].

So it is very important for the translator to know the linguistic peculiarities of using euphemisms in speech in order to rate the role of implication correctly especially in fiction or publicistic literature.

For example, a *guitarist* (гитарист) prefers to call himself not a guitarist, but a *recording artist or entertainer* (художник по звукозаписи). Thus euphemistic language permeates deeply into all spheres of life.

The translator should pay attention not only to the main meaning of the word, but also to the secondary meanings which are used in various speech situations. Moreover, he should take into account not only the context but also background knowledge and sociocultural information.

Among the translation methods, used to translate problematic lexical units the scholars distinguish the following types: the method of equivalents selection, interpreting translation, concretization, generalization, paraphrasing, translation loan, metonymic translation, additions, and others.

We have selected 31 cases of using euphemisms in such British newspapers as "The Guardian", "Independent", "Financial Times", "New Scientist" and "BBC". We have analyzed the articles about politics, medicine, science, economy[2, 4-7]. The main purpose of our study is to determine the peculiarities of translation of the euphemistic units found in the newspaper texts. In this article, we have worked with the euphemisms taken from the British newspapers and analyzed the ways they were translated into Russian. We have determined the prevalent methods of translation of the lexical items in our analysis.

Thus, it is known that the translation of expressions that do not have equivalents in the Russian language is carried out by means of translation methods. The study has shown that the prevailing method of translation of the identified euphemisms is translation loan (36%). The translation of euphemisms by means of translation loan helps to introduce new lexemes into the vocabulary of the Russian language, as well as to transfer stylistic and connotative meanings of the expressions. Below you can see some examples of the translation of euphemisms by means of translation loan (Table).

Also, it is necessary to note that we have met the use of translation loan with elements of addition (10%): *military activity* – активизация военных мероприятий; *a policy of "launch-on-warning"* – принцип «запуск по сигналу предупреждения»; *contempt* – презрительное отношение and with elements of transposition (23%): *pregnancy termination* – прерывание беременности; *money laundering* – отмывание денег; *income legislation* – легализация налогов.

Table – Translation of euphemisms by means of translation loan

Euphemism	Translation into Russian
Bloodshed	Кровопролитие
Change tack	Менять курс
Heavyweight targets	Солидные мишени
Illegal access	Несанкционированный доступ
Military tension	Военная напряженность
Trading partner	Торговый партнёр
Surreptitious activities	Тайная деятельность
Technical and support personnel	Технический и вспомогательный персонал
To meet one's end	Встретить конец
Use public resources for personal enrichment	Использовать государственные ресурсы для личного обогащения
Vanquish	Покорить

Apart from this, we have found the use of such translation method as interpreting the meaning (13%). For example, *hairstylist* – *парикмахер*; *the downward spiral* – *ухудшение отношений*; *to ditch* – *оставить на произвол судьбы*.

Besides, we have identified some cases of metonymic translation method (19%). For example, *leak top-secret documents* – *передать гласности совершенно секретные документы*; *make noises* – *подавать сигнал*; *the mess from the day before* – *вчерашняя неприятность*. We present the correlation of translation methods of the selected euphemisms in the following diagram (see Fig.).

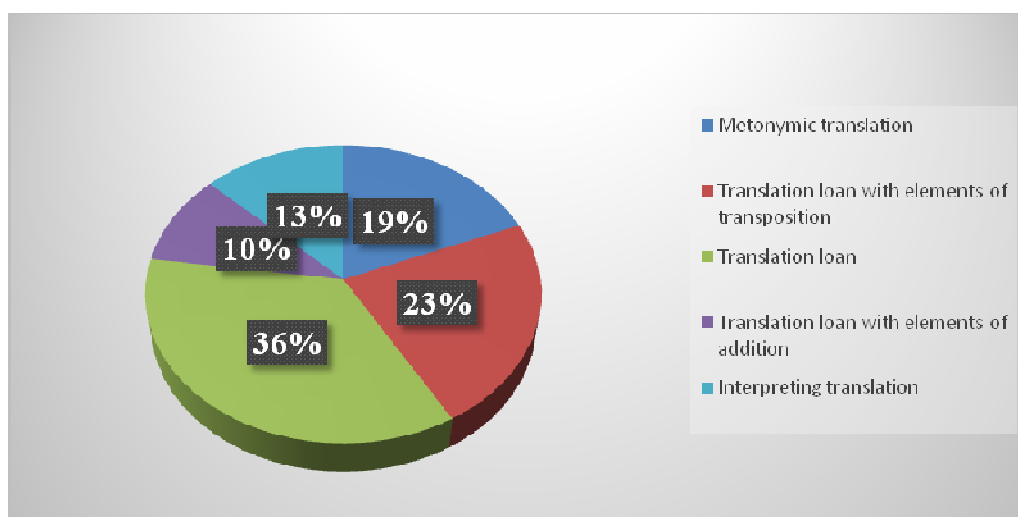


Fig. Correlation of translation methods

Thus, we can draw the following conclusions based on our analysis of translation of euphemisms: the translation of emotionally evaluative and stylistically colored vocabulary in general and in particular euphemisms is impossible without taking into account background information and linguacultural background. Translation loan is the most effective translation method of the identified euphemisms. This method contributes to a better understanding of information and uncovers the implicitly expressed in the English language information.

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