THE ONOMASIOLOGICAL ASPECTS OF TRANSLATION: ENGLISH-UKRAINIAN CORRESPONDENCES

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Contemporary translation studies increasingly transcend purely linguistic models, incorporating cognitive, cultural, and functional approaches. Within this framework, the onomasiological approach emerges as a promising methodology that enables the analysis of translation through the lens of conceptual representation. The article outlines the onomasiological aspects of translation and identifies the methods and means of rendering concepts in the process of translating from English into Ukrainian. The study follows a sequence of stages: from identifying conceptual structures in the source language to selecting congruent denominations in the target language, taking into account their cultural, pragmatic, and functional dimensions. Key components of translation within the onomasiological framework are delineated, including concept structuring, the specificity of cultural content, functional equivalence, and designative congruence. The article also examines categories of full, partial, and zero onomasiological correspondence, as well as strategies for translating units that lack direct equivalents. Particular attention is given to the transformations required for the adequate rendering of culturally marked realia, terminological units, and idiomatic expressions. In its applied dimension, the approach is tested on texts representing various functional styles: legal, technical, marketing, and cultural. Based on the conducted analysis, the study concludes that effective translation decisions within the onomasiological paradigm are possible only when translators possess a profound understanding of conceptual foundations and the communicative expectations of the target audience. The proposed methodology contributes to the development of stable translation strategies for working with terminological systems and idioms that necessitate adaptive or descriptive rendering. It also ensures stylistic precision and semantic coherence in the translation of specialized texts intended for professional readers.

Key words: onomasiological approach, translation studies, English-Ukrainian correspondences, denotative, specialized translation.

Деменчук О. В. Ономасіологічні аспекти перекладу: англійсько-українські відповідники. Сучасні дослідження перекладу дедалі частіше виходять за межі суто лінгвістичних моделей і охоплюють когнітивні, культурні та функціональні підходи. У цьому контексті ономасіологічний підхід постає як перспективна методологія, що дозволяє аналізувати процес перекладу з погляду концептуальної репрезентації понять. У статті схарактеризовано ономасіологічні аспекти перекладу, визначено способи та засоби відтворення концептів під час перекладу з англійської на українську мову. Дослідження охоплює низку послідовних етапів: від ідентифікації концептуальних структур у мові-джерелі до добору відповідників номінативних одиниць у мові перекладу з урахуванням їхнього культурного, прагматичного та функціонального навантаження. Окреслено ключові компоненти перекладу в межах ономасіологічного підходу, як-от: структурування концептів, специфіка їхнього культурного наповнення, функціональна відповідність понять, номінативна конгруентність. Розглянуто категорії повної, часткової та нульової ономасіологічної відповідності, а також стратегії перекладу одиниць, що не мають прямого відповідника. Особливу увагу приділено трансформаціям, необхідним для адекватної передачі культурно маркованих реалій, термінів та ідіоматичних виразів. У прикладному аспекті підхід апробовано на матеріалі текстів різних функціональних стилів: юридичного, технічного, маркетингового та культурного. На підставі проведеного аналізу зроблено висновок, що ефективне перекладацьке рішення в межах ономасіологічної парадигми можливе лише за умови глибокого розуміння концептуальних засад і комунікативних очікувань цільової аудиторії. Запропонована методика сприяє формуванню стійких перекладацьких стратегій для роботи з терміносистемами та ідіомами, які вимагають адаптивного або описового підходу. Вона також забезпечує стилістичну точність і семантичну цілісність у процесі перекладу спеціалізованих текстів, орієнтованих на професійного реципієнта.

Ключові слова: ономасіологічний підхід, перекладознавство, англійсько-українські відповідники, денотативний, переклад спеціалізованих текстів.

Defining the problem and argumentation of the topicality of the consideration. Lexical and semantic aspects of translation underscore a deep understanding of linguistic structures, cultural nuances, and the cognitive aspects of language use, highlighting the creative and interpretive nature of the translation process. The relevance of the aspects in theoretical substantiation of interpreting is based on the assumption that a translation unit might be "conceived as any type of textual segment acting as cognitive input at any stage of the translating or interpreting task" [5, 110].

Of paramount importance is the onomasiological aspect of translation. It deals with the process of translation from the perspective of concepts and their linguistic expressions. This approach is particularly concerned with how a concept, idea, or object can be named or expressed in the source language and finding the most appropriate and equivalent ways to express

that same concept in the target language, considering the formal and structural properties of lexical items. Cf. "For us, both as linguists and as ordinary word-users, the meaning of any linguistic sign is its translation into some further, alternative sign" [7, 232].

The onomasiological approach towards translation underwent developments from *semiotic (linguistic-centric)* – translation involves the transfer of 'meaning' contained in one set of language signs into another set of language signs through competent use of the dictionary and grammar [1; 4; 9], to *cultural (cultural turn)* – 'textual grid' translation [2], *functional (communicative)* – translation as an act of communication, in which medium ('force') prevails over the content [8; 11], and *cognitive* – translation in terms of 'onomasiological salience effects' [6], 'onomasiological shining through' [12], aspects. The onomasiological approach is in line with this trend, making it a relevant and forward-thinking component of translation studies [3]. The approach highlights the dynamic and interpretative nature of translation, where the goal is not just linguistic fidelity but also cross-cultural communication.

Setting the goals and tasks of the article. The purpose of the paper is to provide a comprehensive framework for understanding how the English and Ukrainian languages and cultures conceptualize and express ideas, leading to more accurate, context-sensitive, and culturally aware translations.

The purpose is fivefold:
− to characterize the key considerations of the onomasiological aspects of translation;
− to highlight the key elements that determine the value of the onomasiological aspect of translation;
− to focus on a denotative process of translation as a practice of finding the most appropriate term in the target language that corresponds to a concept in the source language;
− to establish the types of onomasiological correspondences in translations;
− to elaborate on the practical applications relevant to the onomasiological aspect of translation.

The research material comprises words and phrases, which describe culturally bound, emotionally charged, or context-sensitive phenomena. These lexical items are analyzed in light of their semantic (onomasiological) complexity to illustrate how translators maintain conceptual and expressive congruence between the source and target texts. The English illustrations are either taken from Oxford English Dictionary [10] or generated by ChatGPT.

The outline of the main research material. The research is grounded in an interdisciplinary methodology that integrates principles from semantics, semiotics, functional and cognitive linguistics, translation and cultural studies. The research employs a qualitative analytical approach, with particular emphasis on the onomasiological method, which moves from meaning to word, focusing on how lexical items in the source language (English) correspond to congruent denominations in the target language (Ukrainian). This study is based on the assumption that translation is a cognitively and culturally mediated process in which onomasiological congruence goes beyond literal trans-

lation to include conceptual, connotative, and contextual dimensions.

The key considerations of the onomasiological aspects of translation studies:

a) understanding how concepts are structured and categorized differently across languages. This involves identifying the conceptual domains to which words belong and how these domains might overlap or diverge between languages;

b) recognizing that some concepts may be culturally specific and lack direct equivalents in the target language. This requires the translator to find innovative solutions, such as paraphrasing, using loanwords, or providing explanatory notes;

c) finding a term in the target language that fulfils the same function or refers to a similar concept as the source language term, even if the terms have no direct equivalents.

The key elements of the onomasiological aspect of translation:

a) it investigates how specific concepts are linguistically realized in different languages, aiming for a deep understanding of the conceptual mappings between SL and TL, cf.:

*It's easier for a camel to go through the **eye** of the needle than for a rich man to enter the kingdom of God.*
*Легше верблюду пройти крізь **вушко** голки, ніж багатому увійти до Царства Божого.*

b) it identifies the formal and structural similarities and differences of expressing the same idea in SL and TL, including word formation and syntactical patterns, cf.:

*The company encourages **brown-baggers** by providing a dedicated dining area for employees to eat their home-packed meals.*
*Компанія заохочує **співробітників, які приносять на роботу приготовану вдома їжу**, надаючи їм можливість поснідати або пообідати у спеціально відведених місцях.*

(The verb term *brown-bag* can also refer to the practice of bringing one's alcoholic beverages to a restaurant or event), cf.:
*The restaurant allows customers to **brown-bag** wine for a small corkage fee.*
*Ресторан дозволяє клієнтам **приносити своє** вино за умови, що клієнт оплатить послугу відкорковування пляшки.*

(or more broadly, to carry out a task with one's resources), cf.:

*We had to **brown-bag** the project due to the tight budget, using only the materials we already had.*
*Через обмежений бюджет нам довелося **використовувати всі наявні ресурси** для реалізації цього проєкту.*

c) it addresses the challenges posed by concepts that are culturally bound or have no direct equivalents in the

TL, requiring creative solutions for effective translation, cf. culturally specific terms *greenmail* (orig. U.S.) and *greymail* (U.S. Law). The term *greenmail* refers to a corporate strategy where a company buys back its shares at a premium from a potential acquirer who has purchased a significant stake in the company, aiming to make a profit. This tactic is used to prevent a hostile takeover. The term is a play on *blackmail*, suggesting that the acquirer is coerced into selling the shares back at a higher price to avoid the takeover. The term *greenmail*, when treated as a culturally specific term and translated into Ukrainian, might not have a direct equivalent due to its specific context in corporate finance and strategy. However, a culturally adapted translation that conveys the essence of the term could be *корпоративний шантаж*, cf.:

*I don't buy stock to **greenmail**.*
*Я не скуповую акції, щоб потім **займатися корпоративним шантажем**.*

The term *greymail* refers to the strategy where a potential acquirer threatens to reveal damaging or sensitive information about a target company unless their demands (often relating to a takeover bid or merger conditions) are met. Unlike *greenmail*, which involves buying shares back at a premium to avoid a takeover, *greymail* leverages potentially harmful information as a bargaining tool. It is expedient to translate the term *greymail* as *інформаційний шантаж*, which directly reflects the strategy's nature of leveraging sensitive information for negotiation advantage, capturing the essence and implications of the term within a Ukrainian cultural context, cf.:

*The indictment was originally blocked because the department wanted to be sure that no '**greymail**' – threats to expose national secrets – would be used in the defence.*
*На стадії початкових слухань процедура обвинувачення була призупинена, оскільки представники відомства хотіли переконатися, що при захисті обвинувачуваного ніхто не вдасться до '**інформаційного шантажу**' – погрози розкрити державні таємниці.*

The translator must also ensure that the target language term refers to the same real-world entity or concept as the source language term. Translators often face the challenge of finding target language terms that correspond to the denotatum of the source language, especially when there are cultural or conceptual gaps between languages. In such cases, translators may need to provide additional explanations or choose culturally adapted terms that convey the same reference. For example, the term *green sheen* – it refers to efforts by companies to appear environmentally friendly or sustainable without making significant environmental commitments or changes. *Green sheen* suggests a superficial layer of environmental concern, like a thin veneer or polish, without substantial action to back it up. When translating *green sheen* into Ukrainian, it is essential to convey the notion of superficiality and the environmental context. Translating *green sheen* into Ukrainian involves not just a direct linguistic transfer but also an adaptation that considers the cultural context, environmental discourse, and consumer attitudes in Ukraine. This ensures that the term's critical stance towards superficial environmental efforts is accurately conveyed and understood by the Ukrainian audience, cf.:

*Critics argue that the government's latest initiative is merely a **green sheen**, lacking substance to environmental protection.*
*Критики стверджують, що остання ініціатива уряду – це лише **показна демонстрація** заявлених пріоритетів **у галузі екологічного виробництва**, яка не має нічого спільного з реальним захистом довкілля.*

*The corporation's recent campaign has been criticized as just another **green sheen**, lacking real commitment to environmental sustainability.*
*Нещодавно проведену корпорацією рекламну кампанію **екологічних товарів та послуг** розкритикували за **непрозорість** та невідповідність щодо реалізації задекларованих завдань.*

*The new marketing strategy is nothing but a **green sheen**, designed to mask the company's ongoing polluting activities.*
*Нова маркетингова стратегія є не чим іншим, як **прихованою рекламою екологічності товарів та послуг**, покликаною запобігти витоку інформації про діяльність компанії та спричинені нею згубні для довкілля наслідки.*

An important aspect of translation is also considering onomasiological congruence. Onomasiological congruence in translation refers to the degree of similarity between the source language and the target language in how they express a concept or an idea. The congruence can be total (or complete), partial, or non-existent (non-congruence), depending on how closely the TL can replicate the SL's way of naming or conceptualizing. Understanding these degrees of congruence is crucial for translators to choose the most appropriate translation strategies.

Total congruence occurs when the SL and TL have an exact onomasiological structure for expressing a concept, with no significant difference in connotation, usage, or cultural implications, cf.:

*The **blackshirts** marched through the city, demonstrating their allegiance to the Fascist ideology.*
***Чорносорочечники** крокували містом, показово демонструючи свою відданість фашистській ідеології.*

*Historians often discuss the role of the **blackshirts** in Mussolini's rise to power.*
*Історики часто підкреслюють значущість **чорносорочечників** та ту роль, яку вони відіграли в період приходу до влади Муссоліні.*

*The **blackshirt** units were known for their brutal tactics and suppression of opposition.*

*Загони **чорносорочечників** зазнали поганої слави через застосування безжалісних методів та жорстокі переслідування опозиції.*

Both languages have complete onomasiological structures for the concept of BLACKSHIRT without any notable difference in how the concept is understood or used. In these translations, *blackshirt* is rendered as *чорносорочечник*, directly reflecting the characteristic black shirts of the members and preserving the historical and cultural context of the term within the Ukrainian language.

Partial congruence exists when the SL and TL share a similar concept, but there are slight differences in the onomasiological structures; there might also be slight differences in cultural implications:

(a) «compound – derivative», cf.:

*The shell of the **purple-fish** was a symbol of wealth and royalty.*

*Мушля **багрянки** була символом достатку та величі.*

(b) «compound – compound», cf.:

*The **yellowbelly** is often found in freshwater habitats, easily recognized by its distinctive coloring.*

***Жовтопузиків** можна часто зустріти в прісноводних водоймах, їх легко впізнати за характерним забарвленням.*

(c) «inversion of components», cf.:

*The **snow-white** dunes stretch out for miles.*

***Білосніжні** дюни простягаються на багато кілометрів.*

Partial congruence also exists when the SL and TL share a similar concept, but there are substantial differences in usage or cultural implications:

(a) «compound – derivative», cf.:

*The rest of the class were sick of watching him **brown-nose**.*

*Декого з однокласників дуже дратувало те, що він постійно **підлизувався** до вчителів.*

*He's always **brown-nosing** the boss, hoping to get a promotion.*

*Він постійно **вислужується** перед начальником, сподіваючись отримати підвищення.*

(b) «compound – compound», cf.:
*Farmers often choose **bluegrass** for pastures because it provides excellent forage for livestock.*

*Фермери часто обирають пасовища, де росте **тонконіг**, оскільки він є ідеальним кормом для худоби.*

Non-congruence occurs when the SL concept does not have a direct equivalent in the TL, often requiring the translator to use descriptive methods or circumlocution to convey the meaning, cf.:

*The **bluecoats** advanced despite the heavy fire, determined to break the Confederate lines.*

*Незважаючи на інтенсивний вогонь, **солдати армії Півночі** просувалися вперед, маючи намір прорвати передові лінії конфедератів.*

*He was caught selling **blackbirds** outside the club.*

*Його спіймали, коли він продавав **капсули амфетаміну** біля клубу.*

*Часто у жіночих чобітках чорна шкіра комбінується з жовтою; з цього виду взуття, наявного у музеї, дуже цікаві буковинські **чорнобривці**.*

*Women's boots often combine black and yellow pieces of leather. Among the footwear available in the museum are good-looking Bukovinian **colour-topped and black-vamped high boots**.*

The onomasiological approach is particularly relevant in fields where precise and accurate conveyance of concepts is critical, such as in technical, scientific, legal, and cultural translations. In specialized fields, maintaining consistency in the reference to specific denotata across translations is crucial. This often involves the use of glossaries and terminology databases to ensure that the same terms are used consistently to refer to the same entities or concepts.

A. *Technical and Scientific Translation*

In technical and scientific contexts, the onomasiological approach helps in identifying and selecting the most appropriate terms that accurately represent concepts and phenomena in the target language. For instance, when translating a technical manual or scientific article, understanding the specific term used in the target language for a particular piece of equipment or a scientific concept ensures that the translation is accurate and comprehensible to the target audience. Translating the term *photovoltaic cell* into another language requires not just a literal translation but an understanding of the term used in the target language's scientific community (the term *photovoltaic cell* refers to a technology that converts sunlight directly into electricity; it is a key component in solar panels and solar energy systems), cf.:

***Photovoltaic cells** convert sunlight into electrical energy.*

***Фотоелементи** перетворюють сонячне світло на електричну енергію.*

*Advancements in **photovoltaic cell** technology have significantly reduced the cost of solar energy.*

*Освоєння технології **фотогальванічних елементів** дало можливість значно знизити вартість споживання сонячної енергії.*

*The efficiency of a **photovoltaic cell** depends on the materials used to manufacture it.*

*Ефективність роботи **сонячних комірок** значною мірою залежить від матеріалів, які використовуються для їх виробництва.*

B. *Legal Translation*

Legal documents often contain terms that have very specific meanings within the legal system of a particular language or culture. An onomasiological approach in legal translation involves finding equivalent terms in the target language that carry the same legal significance, which is crucial for preserving the document's integrity and ensuring it is legally binding. The term *tort* in English legal jargon needs to be translated into an equivalent term in the target language that accurately reflects the concept of a civil wrong that results in harm, cf.:

*The victim filed a lawsuit for the **tort** of negligence after the accident.*

*Постраждала подала позов у справі про **цивільне правопорушення** через професійну недбалість, допущену під час оформлення ДТП.*

***Tort** law deals with situations where a person's behavior has unfairly caused someone else to suffer loss or harm.*

***Деліктне** право розповсюджується на ситуації, в яких вчинені дії з боку однієї особи визнаються такими, що завдали непоправної шкоди іншій особі.*

*Compensation in **tort** cases aims to restore the injured party to the position they were in before the harm occurred.*

*З юридичної точки зору, відшкодування збитків за результатами справ про **цивільно-правові делікти** засвідчують відновлення правового статусу постраждалої особи.*

C. *Marketing and Localization*

In marketing, capturing the appeal and emotional resonance of a product or brand for a different cultural audience often requires creative and descriptive translations. The onomasiological approach helps in finding or creating terms in the target language that evoke the desired associations and feelings. Brand names or slogans often undergo descriptive translation to maintain their persuasive impact across languages, ensuring they convey the intended marketing message effectively, cf. slogan 'Think Different' (Apple). The essence of the 'Think Different' campaign was to honor those creative minds who changed the world with their innovative thinking and actions. It was a declaration that Apple products were made for those who saw the world differently and dared to dream big. The campaign highlighted that Apple wasn't just selling computers; it was selling a way of thinking that valued creativity, individuality, and revolutionary ideas:

*Apple's **'Think Different'** campaign inspired a generation to challenge the status quo.*

*Рекламна кампанія Apple **'Думай інакше'** закликала всіх переосмислити очевидні речі.*

D. *Cultural Translation*

When translating texts that contain culturally specific terms or concepts, the onomasiological approach involves identifying how these concepts are expressed or understood in the target culture. This might require finding an equivalent cultural concept or providing a descriptive translation that captures the essence of the original. The term *blue-rinse* refers to a type of hair dye or rinse that was traditionally used by older women to give their gray or white hair a bluish or lavender tint. The practice became particularly associated with elderly women, leading to the term sometimes being used to describe not just the hair treatment itself but also, in a broader and more colloquial sense, the demographic of older women who preferred this hairstyle. The term is often used to describe elegance, refinement, and a sense of graceful aging. The 'blue rinse' became symbolic of a certain generation and social class, especially in British culture, where it was most notably recognized. In British politics, the term *blue-rinse brigade* has been used to refer to affluent older women involved in conservative politics, charity work, and committees, cf.:

*Jean Harlow and Queen Elizabeth inspired a generation to go blue, and that generation stuck with the look as it grew older. The **blue-rinse brigade** became a label for busybody-dom that was easily mocked: blamed by former Conservative leader Michael Howard for blocking his attempts at changing the Tory party, they were synonymous with unchangeable Thatcherite thinking and became a caricature of Conservative Britain.*

*У свій час Джин Гарлоу та королева Єлизавета надихнули жінок фарбувати волосся в блакитно-фіолетовий колір. Серед послідовниць сформувалися окремі **загони платинових блондинок** – групи заможних панянок поважного віку, які дотримувалися консервативних поглядів у політиці. Їх нав'язливість та настирливість у відстоюванні традиційних цінностей стала об'єктом численних глузувань: колишній лідер Консервативної партії Великої Британії Майкл Говард звинувачував їх у тому, що вони заважають йому реорганізувати партію зсередини, їх затята відданість курсу, обраному ще за часів правління Маргарет Тетчер, спотворювала, як вважалося, образ справжньої консервативної Британії.*

Conclusions and directions for further research in this area. The onomasiological approach is gaining importance in translation studies, because it provides a comprehensive framework for understanding the linguistic and cultural factors involved in translation. One of the strengths of the onomasiological approach is its ability to navigate conceptual gaps between languages. Translating between English and Ukrainian involves navigating a complex landscape of linguistic and cultural nuances. Both languages have distinct features that influence how ideas and concepts are expressed. English frequently employs idiomatic expressions and metaphors, which often require adaptation rather than direct translation. Ukrainian tends to use more descriptive language to convey specific practices or concepts that may be encapsulated in single words or idiomatic phrases in English. Thus, translating between English and Ukrainian within the onomasiological approach requires a high degree of

creativity and flexibility from translators. They must be able to think beyond direct lexical equivalents and consider alternative ways to express concepts, often leading to more dynamic and culturally sensitive translations.

Examining the role of pragmatics and cultural factors in onomasiological translation would enhance the understanding of how meaning is adapted across languages while maintaining communicative effectiveness.

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