

learners and develop more effective learning strategies which they can use outside contact time.

To sum up nowadays the main challenge is for language teaching to become learner-focused, better geared to professional contexts and the needs of the jobs market. This in turn will improve learner motivation and develop a wide range of language skills and competences. So, to develop foreign language learning we have to use possibilities which are offered by content knowledge. Such an approach is an effective way to develop language and other academic skills. Team-teaching may pretty well answer the interfaculty educational process which encourage interdisciplinary educational aims, in line with the objectives brought out by the European Community. Modern tendencies in teaching English assume eliminating the contradiction between formal non-formal and informal education. The purpose of life-learning is to provide not only knowledge, but also experience of independent learning.

1. Budley-Evans T. English for Specific Purposes The Cambridge Guide to Teaching English to Speakers of others Languages T. Budley-Evans // Cambridge: Cambridge University Press, 2001.

THE IMPORTANCE OF RIGHT TRANSLATION OF PHRASEOLOGICAL UNITS IN ECONOMIC LITERATURE

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Communication skills play an important part in our personal lives and in our business careers. Possessing effective communication skills is highly regarded in the business world. The Ukrainian leaders are eager to enter the European Union. Nowadays the role of English language becomes stronger. That is why it is necessary to define how important for our country to learn English in order to have a good position in the world. Highly skilled translators are in great demand in the Ukraine and the correct translation is not an uncertain thing that's help the translator to make possible of exchange of economic information between the users of different languages. The main peculiarity of phraseology, in the opinion of many modern researchers, is the discrepancy between the expression of the content plan that determines the specificity of phraseological units gives deep and flexibility of its value.

In English economic literature there is a term of “mixed economy” – «змішана економіка», that is the economy where both a private and a public sector exist. One of the articles of the English press was named “Mixed-up economy?” In this title there is an untranslatable word-play based on one of the English language peculiarities such as tendency to verb building with a new meanings with the help of postposition: to mix – змішувати, to mix-up – запутувати. This title can be translated: «змішана або запутана економіка?».

A stylistic effect can be achieved by various types of repetitions, i.e. recurrence of the word, word combination or phrase for two times or more.

To preserve figurativeness and expressiveness in the English economic texts the translator often has to involve addition words..

Besides a metaphor, another method is wide spread in the economic literature. It is a metonymy that means replacements by contiguity or “similarity by association usually one of constituents of an object replaces the object itself” [1].

e.g. Again we return to the economic model.- знову все ґурається в економічну модель.

In the very centre of London City there is an English bank and stock exchange. They are situated in Throgmorton Street.. In the economic articles you can find such phrase as: What does think about it? As is an embodiment of London City, that is the business and financial word of England, the translation of the above-mentioned phrase can be done the following way: Що думають на рахунок цього у ділових і фінансових кругах Англії?

One of the stylistic techniques widespread in English economic texts is alliteration. It is used to render emotional attributive groups.

Metaphor is an integral part of stylistic expressiveness of the economical texts. e.g. Recent experience clearly shows that social factors have become a major rote block to the solution of many economic problems.

Selecting the appropriate method of translation the translator should take into account the following considerations:

1. Translating the source language idiom by an identical target language idiom is obviously the best way out. For instance: “lion’s share” – лєвова частка.

the game is not worth the candle – гра не варта свічок.

2. Whenever the translator fails to find an identical target language idiom he should start look for an expression with the same figurative meaning but a different literal meaning.

e.g. to start business from scratch – почати з нуля [2].

3. A word-for-word translation of the source language idiom is not possible unless the reader will be able to reduce its figurative meaning.

e.g. creeping takeover - поступова скупка акцій компанії у індивідуальних акціонерів до того моменту, поки не набереться достатня кількість для володіння контрольним пакетом акцій.

4. Obviously an explication cannot reproduce the semantics of the source

language idiom in satisfactory way and should be used only in the absence of a better alternative.

Whip-and-carrot policy – політика батога і пряника.

So, in economic prose stylistic effect is no less important than the ideas conveyed. The same is true whenever the translator has to deal with a word-play or sustained metaphor. In such cases the loss of the figurative element may make at least part of the text quite meaningless and it is often considered as the dominant component to be preserved in translation.

1. Комиссаров В.Н. Практикум по переводу с английского языка на русский: учебное пособие [для ин-тов фак-тов иностр. яз.] / Комиссаров В.Н., Коралова А.Л. – М.: Высш.шк., 2006. – 102с. 2. Мирам Г.Э. Основы перевода – учебное пособие / Мирам Г.Э., Дайнеко В.В. – К., 2006. – 270с.

МІЖКУЛЬТУРНА ОСВІТА ЯК МОДЕЛЬ ГЛОБАЛЬНОГО МУЛЬТИКУЛЬТУРАЛІЗМУ

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Мультикультуралізм – це визнання різноманітності та відмінності культур спільнот, що населяють плюралістичне суспільство, в якому представники усіх культур акцентуються однаково. Поняття «мультикультуралізм» є динамічним і таким, що охоплює широкий діапазон соціальних ідей та їх практичних застосувань. І хоча це поняття не нове, воно широко обговорюється в зарубіжній літературі. Особливу увагу даній тематиці приділяли вчені Канади і США, а саме Дж. Лінч, Б. М. Мітчел, Дж. А. Бенкс, С.М. Шепсон та інші.

Моделлю глобального мультикультуралізму може служити міжкультурна освіта. У результаті глобальної міграції, поширення політики підтримки національних мов, розвитку приватних навчальних закладів мультикультуралізм увійшов у сферу освіти. Такий процес підштовхнув до розгляду таких питань як: що вважати культурною ідентичністю, і як це все вписується у систему освіти.