

**Nataliia Dovhopola**

*Kyiv National University of Technologies and Design (Kyiv)*

**Scientific supervisor – Assoc. Prof., Doctor of Philology Yana Boiko**

## **PROBLEMS IN TRANSLATION OF LOW REGISTER LEXIS**

Translating low register lexis poses significant challenges for linguists due to its informal, context-dependent, and culturally bound nature. Such vocabulary includes slang, colloquialisms, jargon, and dialectal expressions, which often lack direct equivalents in other languages. The difficulty lies in preserving both the meaning and stylistic impact of the original phrase while adapting it for the target audience.

The purpose of the work is to analyze the primary challenges in translating low register lexis, explore the strategies used in overcoming these difficulties, and highlight the role of cultural adaptation in maintaining the authenticity of translation.

There are many key challenges in translating low register lexis.

Firstly, contextual dependency. Low register words and expressions often derive their meaning from the specific context in which they are used. A word that conveys a humorous or ironic meaning in one situation may appear offensive or meaningless in another.

Secondly, cultural specificity. Many informal expressions are deeply rooted in the culture of the source language. Without a proper cultural equivalent, translations may fail to convey the intended message.

Thirdly, rapid evolution of informal language. Slang and colloquialisms change over time, making it difficult for translators to find stable equivalents. What is common in one generation may be obsolete for another.

Fourthly, absence of direct equivalents. Some expressions do not have a direct counterpart in the target language, requiring creative adaptation rather than literal translation.

Approaches to translating low register lexis:

### **1. Transcription and transliteration**

The use of transcription or transliteration to convey non-equivalent vocabulary, especially proper names and culturally specific terms. Translators often seek words or phrases that serve a similar function in the target language rather than attempting a word-for-word translation (Leleka, 2024, p.69-75).

### **2. Calculation**

The literal translation of the elements of a word or phrase from the source language into the target language. Some low register words, particularly slang, are borrowed into the target language to retain their original impact (Жмакіна, 2020).

### 3. Contextual translation

Transmission of the meaning of an expression, taking into account the context and cultural characteristics of the target language. When an exact equivalent is unavailable, a translator may describe the meaning using standard language (Штогрин & Мучка, 2023, p. 151-154).

Translating low-register vocabulary requires a deep understanding of the cultural and linguistic characteristics of both languages. Using different translation strategies, such as transcription, calquing and contextual translation, can help preserve the meaning and emotional colouring of the original text.

## REFERENCES

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**Anna Fedorchak-Khoma**

Kyiv National University of Technologies and Design (Kyiv, Ukraine)

**Scientific supervisor – PhD., Assoc. Prof. Iryna Kornieieva**

## FEATURES OF TRANSLATING PHRASEOLOGICAL UNITS

Phraseology is a part of linguistics that studies fixed expressions, their characteristics, and how they are used. For a long time, phraseology was not a separate linguistic discipline. Its problems were considered in scientific works devoted to lexicology, stylistics, grammar, lexicography, general linguistics and language history. Today, phraseology is an independent discipline focused on phraseological units (Ushenko, 2020).