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# RENDERIG OF POSITIVE AND NEGATIVE CONNOTATION
# WHEN TRANSLATING SLANG

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*The article describes the process of rendering of positive and negative connotation when translating slang. It explains the notion of connotation, its role, importance, and the difference between positive and negative connotation. Also it shows the detailed analysis of the ways of translating slang, its peculiarities and difficulties that may occur. Special attention is drawn to the features of slang as a sociolect, it`s functions, meaning, role is society and timeliness.*

*Slang is studies as a language of particular group of people, such as students, office workers, laborers and others. Alsothe article studies the importance of new communicative environments like Internet, social networks, mass media and TV in creating a special international and widely used sociolect. Due to the international integration English language is becoming more and more widespread, and English slang is used by people from other countries. Thus, the problem of translation of slang is one of the important matters of modern translation studies.The research is aimed to find out the main difficulties that may occur when translating slang,to solve them and to find the most efficient ways of translating. To preserve the original meaning of a particular slang unit translator should pay attention to the context and connotation. To render the connotation of a slang unit translator should first know the basic theory of translation and the tendency of resent slang research. Due to the changeable nature of this phenomenon and modern tendency of globalization slang as a sociolect needs further research in all of its aspects.*

***Key words:*** *positive connotation, negative connotation, translation, slang.*

***Коваль А. В., Дорда В. О. Передача позитивної та негативної конотації при перекладі сленгу.*** *У статті досліджено процес передачі позитивної та негативної конотації при перекладі сленгу. Особливу увагу приділено визначенню конотації та різниці між позитивною та негативною конотацією, а також детальному аналізу способів перекладу сленгу, особливостей та труднощів, які можуть виникнути у процесі перекладу.*

***Ключові слова:*** *позитивна конотація, негативна конотація, переклад, сленг.*

***Коваль А. В., Дорда В. А. Передача позитивной и негативной коннотации при переводе сленга.*** *В статье рассматривается процесс передачи позитивной и негативной коннотации при переводе сленга. Особое внимание уделяется определению понятия коннотация и разнице между позитивной и негативной коннотацией, а также детальному анализу способов перевода сленга, особенностей и трудностей, которые могут возникнуть в процессе перевода.*

***Ключевые слова:*** *позитивная коннотация, негативная коннотация, перевод, сленг.*

**Target setting in its general aspect and substantiation of its timeliness.** Slang is a changeable type of language that reflects modern society, so it`s important to investigate slang and ways of its translation. Slang as a sociolect is constantly changing, reacting to the slightest changes in the life of society. When the new notions or new culture-specific elements occur, there appears a new word or word combination to name it. Some slangisms can be used for a very short period of time, but some may even be registered in dictionaries.

**Introduction.** Slang is an important part of any language, which is always changing and developing. New communicative environments like Internet and social media help slang to spread and develop in a new way, so now it becomes more international and widely used. That`s why the problem of its understanding and translation becomes more and more important nowadays.

Slang is a language of particular group of people that is not always understood by people of other groups. That`s why there can be difficulties in translating such words and word groups [4, 488]. Connotation is a meaning of a word that is easily understandable beyond its literal meaning. Connotation often includes an emotional coloring of the particular word in a particular context. It`s very important to consider connotation when translating slang units, because the wrong interpretation may spoil the message, the original test conveys. In translation, it`s always important to pay attention not only to the translation of a word, but also tothe context the word is usedin [2, 55].

A word`s connotation can be positive or negative, it depends on a person, who uses the word, the context, in which the word is used and also on the hearer, who receives the message. Connotation includes evaluability and emotionality. Positive evaluation can be rendered with the help of positive emotions such as approval, respect, commendation. Negative evaluation can be showed with the help of condemnation, disapproval, contempt [3].

The connotaion shows the true meaning of a particular slang unit. If the connotation is rendered in a wrong way, there can be misunderstandings leading to serious consequences.

**The analysis of recent research** shows that the difficulties in translation of slang need further research which is due to the changeable nature of this phenomenon. Such researchers as A. Schweitzer, V. Khomyakov, H. Fowler, I. Arnold, L. Burdin, I. Gonta, J. Elting, E. Partridge and other studied slang. Modern scholars study slang in its different aspects such as studying the slang of different social classes (V. Balabin, A. Bilas), different terminology that is used in to verify the specific language of subgroups (Y. Vasilenko, V. Dorda), social and psychological characteristic of social classes as speakers of slang (V. Balabin, V. Dorda)

**The relevance** of the study is due to the changing nature of language and slang itself, and also due to the general tendency of globalization, when international communication becomes more and more important on every level of human relationship.

**The objective** of the article is to show the difference between rendering of positive and negative connotation, study the ways of translating slang preserving the original meaning of the lexical unit.

The objective implies the following tasks of the research:

1) to define the notion of positive connotation and negative connotation;

2) to study the ways of translating slang, peculiarities and difficulties, that may occur in the process of translation;

3) to clarify the use of these ways when rendering positive or negative connotation of the lexical unit.

**The subject** matter in translating slang is actualized in the language of particular group of people such as office workers, students, and young people.

**The specific topic** of the study is finding the ways of translating slang to render positive and negative connotation depending on context of the message.

**Statement of basic materials.** Due to the modern level of globalization and international integration the importance of English language in the world is constantly increasing, thus slang is becoming the specific sociolect that leaks in other languages and cultures through the TV, Internet and social media. That's why the translating of slang is a timely problem of modern translation studies.

The main difficulties the translator can face while translating slang are:

1) The slang word has two or more different meanings that can be used in different situations and the meaning depends on the context. In this situation the translator should pay special attention to the situation in which the particular word is used.

2) The slang word or word group means the notion or culture-specific element that has no equivalent in target language and thus the recipient of target text will not understand it without explanation.

3) The slang word or word group is archaic and is not used now, but can still be met in literature works of that time or used by the author to render the spirit of the epoch.

4) The slang word or word group can be translated only by describing the notion.

I. Byk in his research finds such ways of translating that can be also used in the process of translation of slang:

1) findingan adequate equivalent;

2) findingan analogue (one of the possible synonyms);

3) descriptive translation [2]

The connotation can also cause difficulties in and is particularly important in the process of translation. Some slang units can have both positive and negative connotation. For example, the slang expression *"out of the box",* when used to describe a person, means *crazy, irrational and weird*, so it conveys negative connotation:

I don't know what her problem is, but she's completely out of the box! (5) – Не знаю, в чому її проблема, але вона зовсім божевільна.

In this case, we cannot translate *"out of the box"* as a *«креативна людина»* or *«має нестандартний підхід до вирішення проблем»,* because the connotation of this phrase in this context is negative, so when translating we should find a close equivalent that renders the same meaning as an original phrase.

A slang unite *"out of the box"* can also be used in corporate-speak with a meaning *"in a novel way"* which usually refers to a problem-solving. It has become a cliché in the expression *"to think outside of the box"* which means to think creatively, to find new ways of solving problems. In this context,the expression *"out of the box"* has a positive connotation:

We've got to think out of the box on this one (5) . – Треба мислити не шаблонно, щоб вирішити це питання.

So, in this example, we translated *"to think out of the box"* as *«мислити не шаблонно»*which has a positive connotation.

A slang word can have only a negative connotation, thus the Ukrainian equivalent with neutral or positive connotation cannot be used when translating. A word *"blamestorming"* means not only a work meeting, but a meeting intended to determine why a deadline was missed or a project failed, and who was responsible. It`s usually used in a phrase *"blamestorming session":*

I just got out of a three hour blamestorming session with IT about the server failure last week; Someone's going to end up in unemployment over this (3).–Я щойно вийшов з трьохгодинної прочуханки разом з відділом IT з приводу провалу минулого тижня. Через це хтось може лишитися роботи.

In this case, the translation transformation such as generalization is used, because the word *«прочуханка»* has a wider meaning then word combination *"blamestorming session".*

A slang word *"geek"* has a range of different meanings; some of them have positive and some more negative connotation:

*1) Geek* is a person who is intensely interested in a subject or thing, e.g. *"She's a total math geek".* It`s a positive connotation.

*2) Geek* is also someone who is generally not athletic, and enjoys video games; comic books; surfing the

Internet, and etc., e.g. *"Only a geek would waste their time on the internet"*. It has negative connotation (1).

Also there`s a word combination *"Alpha Geek"* which means *"a genius, someone who does the job really good (6)"*:

"Do you know, how this thing's supposed to work? – I dunno, ask Rick. He's our alpha geek (6)." – «Ти знаєш як ця річ взагалі працює? – Незнаю, запитай Ріка. Він – наш геній».

The word combination *"Alpha Geek"* has only a positive connotation that we can see in this example. In this case, the generalization is used in the proses of translation, because Ukrainian word «*геній*» has a wider meaning and is not a slang word.

Some slang words have no functioning equivalent in the target language; in this case, the descriptive translation can be used. When a translator uses descriptive translation, the whole structure of the sentence can be changed. The translator should not forget that the main aim of translation is to convey the message from the source language by the means of the target language, and sometimes the structure of the sentence cannot be preserved. For example,the slang expression *"Plug-and-Play"* means a new worker, who doesn't need a period of probation and explanation how to start working, he sets to work at once and he does everything right. The original translation of *"Plug-and-Play" is «вмикай та працюй»,* but this translation doesn't fully convey the meaning of the original slang expression, that`s why it needs further explanation and should be translated in a descriptive way.

"That new guy is totally plug-and-play (2)" – Цей хлопець просто «вмикай та працюй», його не треба нічому навчати, він одразу може взятися за роботу».

Originally the meaning of *"plug-and-play"* is built in analogy with computer games. Also this expression has other meanings:

1) a feature of hardware that enables computers to automatically detect and configure hardware devices without the need for intervention.

2) capable of detecting the addition of a new input or output device and automatically activating the appropriate control software (2).

Thus, the translator should pay attention to all meanings of the word, even to those who cannot be found in the dictionaries.

**Conclusions and perspectives.** Slang is a very changeable part of thelanguage, thus its investigation is one of the important matters of modern linguistics and translation studies. One of the main difficulties in the process of translating slang is a preserving of positive and negative connotation when conveying the meaning from the source language to the target language.To preserve the original meaning of the word, the translator can use some translation strategies, such as finding an adequate equivalent, finding an analogue (a synonym of a word in the target language), or applying descriptive translation. In the proses of translating slangisms translator should keep in mind that this kind of lexis often has an emotional coloring, which depends on the context and on the person who uses it.

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