

tant in the professional activities of translators, journalists, linguists and other specialists working with texts in different languages.

Keywords: *translation transformations, transcription, transliteration, calque, descriptive translation.*

The purpose of this article is to make certain conclusions about translation transformations that a translator can face while translating. The research problem is the study of translation features of the neologisms from English into Russian.

The relevance of this research lies in the systematization of material on the problem of translating neologisms from English into Russian using the material of British media.

Research methods include literature analysis, comparative method, continuous sampling method, interpretation, pragmatic analysis.

Nowadays, when global communication is becoming more intense and multifaceted, linguistic adaptation of new terms and expressions becomes a necessity. The translation of neologisms is a complex and multifaceted process requiring the ability to not only reveal the meaning of the source word, but also to convey its linguistic features, contextual nuances and emotional overtones. Indeed, new words not only reflect technical or scientific concepts, but also carry sociocultural aspects that also need to be taken into account while translating. Therefore, it is extremely important for a translator to fully understand the features of neologisms and their translation transformations in order to avoid the complete change in meaning.

Language is constantly evolving. One of the key aspects of this development is vocabulary enrichment. As a result, new words and expressions appear in accordance with the changing needs of society. For example, with the development of technology and the emergence of new objects, we see a lot of new terms and expressions in the language that

reflect modern reality.

Neologism is a new word that appears in the language to designate new concepts, phenomena, objects or processes. Neologisms can arise under the influence of scientific and technological progress, cultural changes or social shifts.

Under the term neologism L.V. Shalina understands «a word new in form, which arises during a certain period of language development, spreads and is recognized as the norm of the language and is perceived by the majority of speakers during this period as a new linguistic unit» [7].

L.V. Shalina also notes that «a neologism can be understood as a recently appeared lexical unit, a synonym for one that already exists in the language. At the same time, such synonyms can have different connotations, which can sometimes give words a completely new meaning» [7].

A.A. Bragina writes: «Neologisms are new words or phraseological units, perceived by speakers as new and formed using word-formation models characteristic of a given language» [2].

E. Y. Chibisova defines a neologism as «a word that is not included in the active vocabulary and is new, and notes that even a newly appeared word that has come into use and lost its special stylistic properties is no longer a neologism» [6].

Neologisms can be classified according to various criteria, for example, by the source of formation (semantic, lexical, grammatical neologisms), the degree of borrowing from other languages (archaisms, calques, quotation neologisms), etc. Classification helps to better understand the processes of language development and its adaptation to changing realities [5].

Translating neologisms requires the translator not only to have a good knowledge of the source and target languages, but also a deep understanding of the context and meaning of the newly formed words. This is because neologisms have specific meanings that may not be clear to readers or listeners who are not familiar with the term. One strategy for translating neologisms is to use a corresponding term or phrase in the target language that conveys a similar meaning and context. However, such a translation may not be accurate enough or may not actually reflect the novelty and originality of the original word or expression [4].

Another strategy for translating neologisms is to create a new word or use an existing term in a new context. This allows a translator to preserve the originality of the original expression, but may cause difficulties for readers or listeners who are not familiar with this term [4].

An important aspect of translating neologisms is also the preservation of the stylistic and linguistic integrity of the text. For this purpose, translation transformations are used. L.S. Barkhudarov notes that «the main methods of translating neologisms are: transcription, transliteration, calque, descriptive translation» [1].

The research material consists of articles from such British media as «The Independent», «The Guardian», «The Times» and «The Telegraph». These publications are magazines popular in England among a wide audience. The topics of the researched articles are varied, the most current topics touched upon: politics, sports, travel, entertainment, fashion, science, health, and so on [3].