

**Culture-bound
words and
phraseological
units**

Culture-bound words – socio-culture component

Actuals finding no equivalents in another language on particular period of development

- cavalry
- elephantry
- valet parking

Reasons of culture-bound words

- no subject or phenomena – French windows
- No concept – comp. СУТКИ = day and night, 24 hours
- lexis-stylistic differences in languages

ДОЧЬ, ДОЧЕНЬКА, ДОЧУРКА, ДОЧКА - daughter

types of actuals

- geographical – рус. степь, тундра, Eng. heath, moor
- labor – совхоз, субботник
- culture – частушки, limericks
- political – губерния, Senate, Lord Chancellor
- everyday life – борщ, pudding
- clothes – Wellingtons, polo coat
- transport – double-decker, cucumber
- military – frog (free rocket over ground) – земля-земля

number of actuals = number of humanity
spheres

“Actual” is wider as a concept

“Culture-bound word” – more narrow.

Connected with translation

Ways of translation

- Loan translation (calquing) – inner form of word or word-combination – ***great jury – большое жюри***
- Transcription/transliteration - ***Newton-Ньютон, pub-паб, риелтор, мерчендайзер***
- Association/analogue – ***drugstore, chemist's – аптека***
- Explication – ***cat's eyes – спец. Дорожная разметка***

phraseological units

Figurative meaning –

plane of content

do not coincide with

plane of expression

Levels of phraseology

- **Fusions** – kick the bucket, go west, go Dutch

Use dictionary, context is not enough

- **Unities** – to prepare to the better world, To join the majority - умереть
- **Collocation** - To take a nap – вздремнуть, to take a sleep – вздремнуть, to take a smoke - покурить
- **International** - the sword of Damoclos – Домоклов меч (меч Домокла), the game is not worth the candle – игра не стоит свеч (в англ.: не стоит свечи).

- Find dissonant parts of utterance
- Clearly understand its function – sometimes game of words based on the meaning differences
- Style may differ in different languages

Rome was not built in a day – Москва не сразу строилась

Rules of translation

- Find equivalent – *Achilles heel* – **Ахиллесова пята**
- If no equivalent – find idiom with another image but the same inner meaning - *When Queen Ann was alive* = **при царе Горохе**
- Loan translation – *Hell's angels* – **Ангелы Ада**
- Parallel translation (loan t. + explication) - *The City of Brotherly love* – **Город Братской любви, Филадельфия**
- Explanation

Transcription and transliteration

- Transcription – keeping the pronunciation
- Transliteration – keeping graphical form