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PHILOLOGICAL SCIENCES

THE ECOLOGICAL VOCABULARY OF TOURISM IN MODERN SCIENTIFIC TRANSLATION

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ABSTRACT

The article analyzes the German-Ukrainian translation with justification of translation tools and methods, as well as an indication of the objective difficulties of translating the ecological vocabulary of tourism from the German language to the Ukrainian language and back. The importance of this topic of the article is added by globalization processes, technological progress, increasing mobility of the population, strengthening cultural ties, information exchange, as well as the growing importance of environmental issues in the structure of scientific activities of German-speaking countries, as well as the prospect of Ukraine's acceptance of the experience of Germany and Switzerland in the field of environmental protection.

Keywords: tourism, ecology, vocabulary, German language, Ukrainian language.

The relevance of the researched topic is due to the fact that human activity in any sphere, in particular, domestic, cultural, scientific, industrial, etc., in our time is impossible without passing and receiving information through means of communication, such as speech, in particular, written. The environmental vocabulary of German-language tourism includes terminology, phraseologies and other language tools that enable environmental scientists and naturalists, as well as professional journalists, to process information, share experiences with themselves and to make public their achievements and formulate various recommendations, forecasts, assessments of the situation and the like.

The environmental and tourism themes of scientific research, in periodicals is a promising area, but unfortunately its potential is not yet enough, because the problem of pollution and the need to conserve natural resources is becoming more urgent and requires due attention to ensure the future quality of life of the population of the region and the planet as a whole.

The object of this study is the environmental theme of the modern German language, and the **subject** - the translation of lexical units of German-language journal articles on environmental subjects.

The aim of the study is to identify the specifics of the translation of the ecological vocabulary of the modern German language.

The prerequisites for the emergence of German-language ecological vocabulary. Ecology as a science was formed in the middle of the 19th century, when there was an understanding that not only the structure and development of organisms, but also their relationship with the habitat is subject to certain patterns.

The concept of "ecology" was first used in 1866 by the German scientist E. Gekkel. It comes from the Greek words *oikos*, which means house, dwelling, place of residence and *logos* – science, that includes such areas of knowledge as biological ecology, biocenology, biosphereology, landscape studies, urban,

world ecology, cosmology, environmental history, environmental philosophy, environmental geography, various types of applied ecology, etc.[1]

Ecology and subsidiaries are traditionally classified as natural sciences. They study the nature of the planet at the global and local levels, observe the phenomena and their relationship, the impact of man-made, recreation and other human activities on the environment, environmental planning, publication of research, public outreach and the like.[2]

Modern research in the field of environmental science can be conventionally divided into those relating to dependencies and relationships in nature itself, notably the interaction of living and inanimate nature, and those that study the interaction of nature and man.

In our time, ecology is a fairly extensive area of expertise and demonstrates trends in further development, then creates a significant amount of information product, especially in such German-speaking countries as Austria, Germany and Switzerland, where traditionally environmental issues are given a worthy place. Government and administrative institutions, trade unions, community associations and initiative groups, various enterprises, international environmental organizations, research institutes, periodicals, popular and professional publications are the main part of those concerned in environmental observations and research.

Therefore, it is natural that environmental science requires the collection, study and processing of information about its activities and achievements, exchange of experience with colleagues, communication with the public, etc., based on the analysis of specific and professional terms in vocabulary. Also there are professional jargon during the working process, communication among environmentalists and close audiences, which also undoubtedly refer to specific environmental vocabulary.

Environmental terminology is an array of specific vocabulary, German-speaking (as well as Ukrainian-

speaking) ecological sciences can be formed for quite a long time in the world, because human knowledge of the Earth and the environment existed as part of the basic natural sciences (chemistry, biology, physics and geography), as well as philosophy. [3]

In the broadest sense, the concept of environmental vocabulary encompasses all the lexical riches of language that are characteristic of environmental discussion by different segments of society. The specifics of the translation of the ecological vocabulary are determined by the correlation of a particular meaning of the concept of "ecology" of a certain lexis in a specific context. It is important for the translator to preserve all the semantic features of the original.[2]

Nowadays, the scope of environmental vocabulary in German is quite broad, including traditional descriptions of the environment, its relationship with human activities, environmental protection, etc. Much of the speech situations comes down to non-fiction or even domestic discussion of pressing environmental issues.

Nowadays, there are many different views of the environmentalists, both in the science, the labor market or the natural complex. Discussion of the environmental situation is a very much socio-political phenomenon. Therefore, it is natural that the environment is the area of interest of many sciences, such as biology, ecology, economics, sociology, psychology, geography, law and even medicine. However, it is unlikely that environmental research would not have been possible without the most important tool - language and its professional vocabulary.

Thus, language is not only a communication and cognitive tool, makes communication and exchange of ideas and information including on environmental subjects, but also a kind of basis for any scientific, environmental and journalistic research in the field. Given the wide variety of environmental vocabulary and its applications, it needs to be organized and classified.

Classification of the environmental vocabulary of the German language. Given the richness of the modern German language, its broad scope, as well as the peculiarities of the development of modern environmental science, it is important to note that linguistic studies of environmental vocabulary in the German language are characterized by a plurality of objects of its study, which are divided into several types.

Environmental topic can be divided into the one that is in the drain:[2]

- human impact (human intervention in nature) for example: die Bergehalde - terricon;
- living and inanimate nature, for example: die Fortpflanzung - breeding; das Gebirge - mountain range;
- names of various processes : die globale Erwärmung - global warming;
- epithets and noun descriptions of the current state: example, gestorben - dead, gefroren - frozen, etc.;
- nomenclature, conditional designations and abbreviations: die amerikanische Heidelbeere - blueberry Canadians yuka , F J - freiwilliges ökologisches Jahr ("voluntary year of ecology") etc.

By belonging to the styles, the ecological language can be divided into a simple, journalistic, officially

business, scientific, non-fiction, etc. Colloquial (conversation) environmental vocabulary is formed mainly by ordinary speakers who, under the influence of information received in different ways, are interested in environmental topics and exchange opinions or news with each other. Also, the specific professional jargon of ecologists belongs to the colloquial vocabulary.[3]

Scientific ecological vocabulary can be represented by various professional concepts and terms used by researchers in their work, communication, publications and reporting. For the environmental vocabulary of journalistic, non-fiction publications serve as a kind of unifying "bridge", occupying an intermediate (mediation) position between scientific and conversational style.

It is the various publications in one-time editions, professional newspapers, magazines, bulletins and collections of scientific works, the media that take on the function of delivering advanced information and discoveries related to environmental topics to the general population, and provide penetration into the spoken language of ordinary citizens of the thematic environmental vocabulary. By origin and structure, the ecological vocabulary of the German language can be classified as follows:

- Own non-derivative vocabulary (for example, der Strom - "river", die Wolke - "cloud");
- Borrowed vocabulary (e.g. die Ökologie - "ecology", das Organismus - "organism").

A significant part of the ecological vocabulary of the German language refers to borrowings from Latin and Greek. Derivative vocabulary (can be formed from both German and borrowed vocabulary):

- words formed by the suffix (die Population - "An aggregate of individuals of one species", die Förderung - "support, stimulation");
- words formed by the prefix method (entkalken - "decalcify", die Umwelt - "environment");
- words formed by the prefix-suffix method (e.g., die Bevölkerung - "population", die Entwässerung - "dehydration", die Selektionstheorie - "breeding theory").

Multi-core words (e.g., umweltfreundlich - literally "environmentally friendly" that is, "such that contributes or does not harm the conservation of the environment"; die Wasseroberfläche - "surface of water", der Lindenwald - "linden forest"). These examples do not actually belong to the longest in the German language, and can form the basis for creating even more complex words.

The phrase (the lower frequency of use of this category of vocabulary in other languages, such as Ukrainian or English, in German causes the prevalence in German of complex words, as well as moderate idiomatization of this language). For example, die ökologische Pflanzengeographie - "environmental geography of plants". For example, der Lebensraum - "habitat", die amerikanische Heidelbeere - "blueberry Canadian", die schwarze Maulbeere - "black mulberry." Shortening and abbreviations and the like. For example:

F Ö J - freiwilliges ökologisches Jahr ("Voluntary Year of Ecology");

AGÖF - Arbeitsgemeinschaft ökologischer Forschungsinstitute ("Working Union of Environmental Research Institutes ");

IÖR - Leibniz-Institut für ökologische Raumentwicklung (Leibniz Institute for Spatial Environmental Development) et al.

By belonging to the parts of speech among the ecological vocabulary of the German language represented most of all nouns, after them in number and use can be distinguished verbs, adjectives and adverbs (often derived from nouns). Participles are also accepted, as well as infinitive and other verbs and the like.

However, there are parts of speech, among which it is difficult to distinguish those that would be specific for environmental texts. These include service parts of speech (unions, pretexts, interjections, particles), as well as pronouns. The diversity of the ecological vocabulary of the German language testifies to its semantic and semantic heterogeneity, which allows us to consider it as an independent lexico-semantic field.

The ecological component of the German language as a semantic field. A semantic field is a certain set of paradigmatically interrelated lexical units, united by a meaningful commonality (sometimes also by formal indicators), which reflect conceptually, the subjective and functional similarity of the denoted phenomena.

Each individual unit of the lexic semantic field (for example, the "Ecology" field) must differ from other units of the same field by at least one differential feature. For example, such concepts as walking and going differ according to the differential feature "one-directional / multidirectional", walking and running - by the sign of "intensity" and the like. Moreover, the difference in German is not always the same as in Ukrainian (for example, gehen in its basic meanings can mean both walking and going, but in German there are also meanings that will have a different correspondence in Ukrainian).

Agreeing with the Ukrainian researcher M.P. Kochergan, we note that in real life different semantic fields are mutually connected by them and closely intertwined. The means of interfield relations belong to ambiguous words, which in separate their meanings belong to different fields. So, for example, the adjectives warm - warm, kalt - cold, heiß - hot and others in one context belongs to the meteorological semantic field, and in the other - to characterize human relations. Total with the tangles between the fields ensures the no interruption of the semantic space, which is united to have all the fields of the lexicon-semantic system of language. This factor both makes and distinguishes the Ukrainian and German languages. Thus, in the case of these adjectives, these languages are similar. However, there are many words that in their main meaning in German have an exact correspondence to Ukrainian, sometimes coincides with the Ukrainian language and the second meaning, but in the composition of phrases, idiomatic and everyday expressions, jokes, as well as in rare secondary meanings words carry completely different meaning load.

The ecological semantic field consists mainly of terminological and professional vocabulary. For journalistic and scientific journalistic and journal texts, the most characteristic themes of pollution, environmental activities and the "recycling" of waste, the preservation of renewable and non-renewable natural resources are the study and development of waste-free technologies and the discussion of contradictions between humans, living and non-living nature. These lexicon-semantic fields belong primarily to the "core" and near periphery of the semantic field, and therefore the most saturated with environmental vocabulary.[2]

Topics of the tectonic structure of the Earth, the structure of the earth's surface and soil belong to the distant periphery of the semantic field "Ecology". The laws of the functioning of ecosystems at the macro, meso and micro levels, as well as the food chain; problems of studying the state of the environment and nature protection in various aspects, such as legal, political, social, and the like.[3]

The extreme periphery of the studied semantic field is made up of various environmental factors, patterns of the ecological cycle, the survival of organisms, natural evolution and selection of species, breeds and varieties of living organisms by humans, the impact of genetic engineering achievements on living and inanimate nature, the characteristics of adaptation of organisms to the environment, and also other near-ecological natural, humanitarian and other semantic fields.

Bordering biochemical, biophysical, geographic, mechanical, legal, public semantic fields, the semantic field "Ecology" is extensive and has a great speech-cognitive and communicative meaning, because the vocabulary belonging to it allows one to speak on topics related to the environment, nature, ecology, environment of existence, laws of interaction, etc., as well as read the relevant literature, create publications, share and exchange experience, and the like.[2]

Each level of the semantic field, both the "core" and peripheral levels and branches, has its own communicative meaning and features of the scope of application, is an independent semantic subsystem, and also performs certain cognitive, syntactic, semantic functions, etc. The richness and ramification of the semantic field "Ecology" testifies to the subjectivity and breadth of ecological and environmental issues, its significance as a component of sociocultural interaction, attitude to many spheres of human existence and consciousness, and then allows us to characterize ecology as a very significant discursive field.

It should be noted that, as in other heuristic models, our study took into account only the dominant tendencies that are manifested in communication on environmental topics, as well as persuasiveness and manipulative strategies that are used by the authors of journal articles, which are one of the main driving forces of development and popularization of science, especially, its ecological and nature conservation branches.[3]

Consideration of environmental topics from various points of view: as a historically established field of knowledge, a branched semantic and discursive field, a field of scientific research, a complex where many peo-

ple are employed with their customs and specific vocabulary, as well as literary and journalistic topics; classification of the ecological vocabulary of the German language according to various criteria, allows one to present ecological vocabulary as a complex object of linguistic research in the translation aspect and draw the necessary conclusions, which forms the preconditions for studying the features and methodology of translating the ecological vocabulary of German-language journal articles into Ukrainian

THE FINDINGS. Ecology is a relatively young science, although certain knowledge about the environment and nature in general people began to acquire in ancient times. The protection of the environment is one of the important factors of the development of modern society, because threatening and more environmentally friendly situations I present in general calls into question the further safety of human life and life of biological organisms on the planet, requires appropriate expression by language means, changes in traditions and popular culture ; wide public discussion at all levels, including in the forms of at and written speech, for example, in the form of publicity articles of different genres.

The journalistic context of the use of the ecological vocabulary of the German language plays a rather important role in the dissemination of advanced ecological knowledge among the general public, as well as mediating the penetration of ecological neologisms from exclusively scientific terms into the living everyday spoken language of the population. Written translation of specific ecological journal vocabulary from German into Ukrainian and vice versa requires a sufficiently deep knowledge of the translator in the field of natural sciences, as well as attentiveness, objectivity, a rich vocabulary and speech practice. In addition, the translator must have a number of other personal qualities and competencies. A significant array of thematic vocabulary has been formed in the German language, which has become an integral part of the lexical richness of this language. It was partly "inherited" from the

times when, as a separate science of ecology did not yet exist, but to a large extent it was replenished with neologisms and continues to develop in modern times. It was also determined that the German speech plays an important role in international cooperation and the implementation of joint Ukrainian-German, Ukrainian-Austrian and Ukrainian-Swiss projects on environmental protection and the development of environmental science.

The modern German language has a ramified structure of ecological vocabulary, which demonstrates diversity by its structure, grammatical features, morphological structure and origin (etymology), belonging to parts of speech, as well as emotional, semantic and stylistic coloring.

The ecological vocabulary of the German language can be systematized according to many criteria. It can be, derivative and non-derivative; simple, complex and compound, may have a stylistic coloring and belonging to the colloquial, scientific, official-business or journalistic styles; including active and passive vocabulary, standard words and author's neologisms that are absent in the dictionary; etc.

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