

text in the receiving culture. This strategy may indeed turn out to be the most successful, since the work “Animal Farm” itself is an allegory of the events that took place in Russia and adaptation to culture allows us to trace some parallels to a greater extent.

Concluding the analysis of the translation of zoonyms, it should be noted that in V. Pribylovsky’s translation there is a mixture of the two strategies described above – the author of the translation often resorts to the transcription method, but in some cases also adapts the names to the target culture. In my opinion, this creates some difficulties for the potential receptor, since it creates the effect of dividing the characters into two planes – the plane of the source culture and the plane of the receiving culture [8].

Thus, we can conclude that zoonyms often reflect the physical qualities of animals, their appearance, character traits, intelligence, abilities, skills, which is especially important in literature, when a personified animal receives a particular name due to some inherent characteristics. Features to it, thereby arousing greater reader interest and helping to understand the author’s intention. The world of zoonyms is diverse and interesting to study and research. Unfortunately, not all proper names of animals remain in the language and speech of people, which is often due, firstly, to the lack of official documentation, and, as a result, with the death of an animal, its name loses its existence, and secondly, rapid changes in various spheres of society lead to a number of transformations, primarily in vocabulary, as a result of which some zoonyms, as well as proper names of people, become the most popular, while others lose their significance [6].

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## ОСОБЕННОСТИ ПЕРЕВОДА НЕОЛОГИЗМОВ С АНГЛИЙСКОГО ЯЗЫКА НА РУССКИЙ (НА МАТЕРИАЛЕ БРИТАНСКИХ СМИ)

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**Аннотация.** *Статья посвящена поиску и оценке особенностей перевода неологизмов на материале Британских СМИ. Изучение особенностей перевода неологизмов помогает сохранить языковую и культурную целостность текста, избежать искажений и ошибок в интерпретации. Это особенно важно в профессиональной деятельности переводчиков, журналистов, лингвистов и других специалистов, работающих с текстами на разных языках.*

**Ключевые слова:** *переводческие трансформации, транскрипция, транслитерация калькирование, описательный перевод.*

## FEATURES OF TRANSLATING NEOLOGISMS FROM ENGLISH INTO RUSSIAN (BASED ON BRITISH MEDIA)

**Abstract.** *The article is devoted to discovering and evaluating features of translating neologisms from English into Russian based on British media. Studying the features of the translation of neologisms helps preserve the linguistic and cultural integrity of the text, avoid distortions and errors in interpretation. This is especially impor-*