

ХЕРСОНСЬКИЙ НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ  
ФАКУЛЬТЕТ МІЖНАРОДНИХ ЕКОНОМІЧНИХ ВІДНОСИН, УПРАВЛІННЯ  
І БІЗНЕСУ  
КАФЕДРА ТЕОРІЇ ТА ПРАКТИКИ ПЕРЕКЛАДУ

**Випускна кваліфікаційна робота**  
**Пояснювальна записка**  
до магістерської кваліфікаційної роботи

на тему:

Лексико-семантичні особливості англomовних маркетингових текстів сфери ІТ:  
перекладацький аспект

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Херсон – 2020 року

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## ABSTRACT

This paper considers the lexical and semantic features of English-language marketing texts in the field of IT in the translation aspect.

Today, the IT market is in great demand in the translation market. The number of products created and offered to the mass consumer in the field of information technology is growing rapidly. This makes it highly relevant to consider the linguistic aspects of this process. Along with technical specifications, technical product descriptions, instructions, game localizations, the IT field also includes marketing texts. Marketing texts are texts aimed at increasing sales of a product. The main part of marketing texts in the field of IT is created for their subsequent placement on the websites of computer companies, and are used to describe products.

**Relevance of research.** Translation of marketing texts has always been a special activity, as it can be associated with certain difficulties. One of such difficulties is the lexical content of marketing texts.

This study considers ways to translate into Ukrainian English marketing texts in the field of IT, taking into account their lexical and semantic features. It is worth noting that the problem of translating English marketing texts in the field of information technology has attracted the attention of a small number of foreign experts. In Ukraine, this area remains unexplored. In turn, the lack of recommendations for the translation of marketing texts in the field of IT can lead to literalism in translation practice.

Thus, the relevance of the work is due to the need to systematize lexical and semantic difficulties in translating English marketing texts in the field of IT from English into Ukrainian and to develop ways to overcome these difficulties.

**The object of research** is the lexical and semantic features of English-language marketing texts in the field of IT.

**The subject of the research** is the ways of translating lexical and semantic features of marketing texts in the field of IT from English into Ukrainian.

**The aim of the work is** to identify the lexical and semantic features of English-language marketing texts in the field of IT and ways to translate them into Ukrainian.

Based on the purpose of the work should solve a number of **tasks**:

1. Using a review of the literature to define the term "marketing text" and consider the specifics of marketing texts and texts in the field of IT.
2. Summarize the experience of researchers involved in the translation of texts in the field of marketing and information technology.
3. By analyzing the collected empirical material to identify lexical and semantic features of English-language marketing texts in the field of IT.
4. Identify the most productive ways to translate into Ukrainian English marketing texts in the field of IT, taking into account their lexical and semantic features.

To solve the tasks in this work, the following methods and techniques are used:

- method of comparative analysis;
- descriptive method, which includes techniques of continuous sampling, interpretation and systematization of material.

**The scientific and practical novelty** of the work is that it first analyzes the lexical and semantic features of English marketing texts in the field of IT in the translation aspect and offers a list of productive ways to translate such texts into Ukrainian taking into account their specifics at the lexical and semantic level.

**Research material:** The source of the research material was the Intel website in English and Ukrainian. The choice was due to the fact that this site is almost entirely localized in the Ukrainian language. An important factor in choosing the source of the material was the fact that the company "Intel" is actively promoting new products, and therefore even during the proposed study, the site was actively updated with new data.

**The practical significance** of the obtained results is that the results obtained during the study can be used in the theory and practice of translation from English

into Ukrainian of marketing texts in the field of IT and other fields of science and technology.

**Work structure.** This work consists of an introduction, three sections with conclusions, conclusions and a list of sources used.