

Subject matter: Modern English-language terminology of fashion: the structural and semantic characteristics and methods of translation into the Russian language

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Research relevance: the theoretical and practical importance of the study of a number of aspects in the field of terminology influenced by the growing role of fashion in the modern multicultural world.

Purpose: a comprehensive study of the modern English-language terminological system of fashion: structural and semantic characteristics and methods of translation into the Russian language.

Tasks: to consider some basic approaches to understanding the essence of the term: mandatory and desirable characteristics of terminological units; to consider the notion of the term as a unit of the scientific text; to study the structural and semantic models English terms fashion, semantic opposition.

Theoretical and practical significance: The theoretical significance of the study is to identify the structure and word formation and semantic features of the English terminology, the factors that affect its translation into Russian, as well as the theoretical analysis of the specific features and rules of the specific translation. Practical significance of the research consists in the fact, that his theoretical and practical results can be used in courses lexicology, theoretical grammar, in the classes on the practical exchange rate of speech communication, the practical and a special translation.

Results of the research:

This research led us to the conclusion that, in case the of translation of the fashion term into the Russian language, it is often applied the so-called mixed translation, when one part is borrowed from the English language, and the other may be a calque (loan translation) or existing.