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American aviation realia in Ukrainian translation

This research studies American aviation realia and the strategies of translating them into Ukrainian. Translation activity should be considered in the relationship between language and culture. Particular attention is paid to the classification of American realia in the aviation industry.

Human uses communication to transmit messages. When you interact with people by language, it means that you are also interacting with the culture of the language they speak. Language and culture are tightly intertwined in society. Linguistic elements used in language to mark cultural identity are called realia. The word “realia” comes from medieval Latin, in which it originally meant “the real things”. In translation, *realia* are culture-specific words and expressions present in the source language (culture) but absent in the target one. Such lexical units are connected with the history, culture, and everyday life of one country (nation) and differ completely or partially from the lexical concepts of other compared countries (nations). Since realia carry a very local overtone, they often pose a challenge for translation.

The United States has accumulated a huge culturally-specific layer of vocabulary during its national genesis. The aviation industry has been evolved at the dawn of the 20th century, but it turned out to be “the second transport revolution”. Today, it is developing by leaps and bounds, provoking a significant increase in the number of new aviation-related realia.

Realia in the U.S. aviation industry can be grouped into several categories:

➤ **Terminological realia.** When realia become terms, they can appeal not only to culture but pertain to the scientific sphere. *Aircoach* is a tourist passenger airliner with a reduced fare; *airshuttle* is a short-range flight (for example, between New York and Washington); *airwayte* is an “aviation motel”, a hotel for air passengers (near the airport); *metroport* is a helicopter station in the central part of the city, serving airports; *skymarshall* is an aviation safety inspector of the FAA, an undercover agent.

➤ **Proper names and nicknames.** *Wright Brothers*; *Donald Douglas*; *Charles Lindbergh*, *Charles Yeager*, *Chesley Sullenberger*. *Charles Lindbergh* (nickname “*The Lone Eagle*”) achieved instant world fame by making the first nonstop transatlantic flight from New York City to Paris in 1927. *Charles Yeager* (nickname “*Chuck*”) is the first pilot in history confirmed to have exceeded the speed of sound in level flight in 1947. *Chesley Sullenberger* (nickname “*Sully*”) is best-known for his heroism as he ditched in the Hudson River in 2009 and saved all the people aboard.

➤ **Aviation organizations.** *FAA* – the Federal Aviation Administration; “*The ninety-nines*” – the international organization of women pilots; *NTSB* – National

Transportation Safety Board; *AIB* – Air Accidents Investigation Branch; *the Department for Transport*.

➤ **Aviation manufacturers / airlines.** Among the American flagship aviation manufacturers, we can't but mention *Boeing Company*; *Douglas Aircraft Corporation*; *Lockheed Martin Corporation*. The best-known U.S. airlines are *Pan American World Airways (Pan Am)*; *Delta Air Lines*; *United Airlines*; *American Airlines*; *JetBlue Airways*; *Hawaiian Airlines*; *Spirit Airlines*; *Southwest Airlines*.

➤ **Airplanes' nicknames.** Americans adore giving nicknames for planes: Thus, Boeing's initial commercial jetliner Boeing 707 got the nickname "*Golden Boy*" because of the huge revenue it gave to the company; Boeing 737 is called "*the workhorse*" as it is the bestselling jetliner ever; Boeing 747 got the nickname "*Jumbo Jet*" or "*The Queen of the Sky*". The first nickname of Boeing 747 is associated with the huge size of the plane and compared to the elephant called Jumbo. The plane got the second nickname "*The Queen of the Sky*" due to its fantastic design and great popularity in the industry.

➤ **Geographical names.** *Kitty Hawk*; *La Guardia*; *Teterboro* etc.

To translate American aviation realia into Ukrainian, various strategies exist: they range from phonetic transcription to translation of the overall meaning.

➤ **Transcoding** is widely used when translating onomastic realities (proper names, manufacturers, and geographical names) either by transcribing or transliterating.

➤ **Transcribing** is rendering a word according to the target language's pronunciation rules, for example, *Kitty Hawk* – *Кітті-Хок*; *Boeing* – *Боїнг*, *Lockheed* – *Локхід*; *Jumbo* – *Джамбо*; *metroport* – *метропорт*.

➤ **Transliterating** is when the original word is written in a different alphabet, for example, *Teterboro* – *Тетерборо*; *La Guardia* – *Ла-Гуардія*; *Douglas* – *Дуглас*; *Pan Am* – *Пан Ам*.

➤ Creating a new word or a **calque** is the word-for-word translation strategy, for example, *The Lone Eagle* – *Самотній орел*; *The Queen of the Sky* – *Король неба*; *skymarshall* – *повітряний маршал*.

➤ **Replacing** the word with one that is more generic or international: *red-eye flight* – *нічний політ*; *airshuttle* – *короткий рейс*; *Golden Boy* – *золота жила*.

➤ **Making the meaning explicit** is necessary when translating some terminological realia like *aircoach* – *пасажирський літак другого класу (зі зниженою вартістю квитка)*; *airwayte* – *готель для авіапасажирів (поблизу аеропорту)*. Sometimes it is advisable to add the explanation, for example, "*The ninety-nines*" – *Міжнародна організація льотчиць «Дев'яносто дев'ять»*.

Conclusion. The aviation industry is very much fast-evolving. To understand and translate aviation realia correctly, it is necessary to have extensive subject-matter knowledge. On the one hand, it is necessary to study historical and cultural background, but on the other hand, it is also vital to keep up with the times by studying the new vocabulary. Undisputedly, the translator's right choice in choosing the correct translation strategy comes from knowledge and practice.

References

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