

CROSS-CULTURAL ASPECT OF GERMAN PHRASEOLOGISMS TRANSLATION (ON THE EXAMPLES FROM THE MODERN GERMAN-LANGUAGE PRESS)

In every language there is a certain set of marking phraseological units and characters, which cause in consciousness of a producer and broadcasting to the recipient proof associations, which are related to those or other events and facts in life of concrete people. Linguistic units of such type belong to the national cultural realities, which include the names of objects and phenomena of traditional way of life, names of national and folk-national heroes also, toponyms and others units like that. The purpose of this article is to determine the factors which stipulated national originality of phraseological units and to research cross-cultural aspect during translation of German phraseologisms in the modern German-language press.

National originality of language is brighter all shown up in phraseology, because phraseological units are correlated with after-language activity, they reflect vivid interpretation of surrounding reality; they caused pictures of outward things in the people's mind.

During the translation you have to consider not only semantic and stylistic ratios between linguistic unit and its equivalent, but also you have to consider that, which cultural situations are laid on the basis of these units and how they are correlated. In the context phraseological units have different system ties. Not only a connotative meaning and stylistic colouring of phraseologisms played an important role, but also stylistic colouring and construction of all text.

Without knowing the life of people in the research language it is impossible to learn this language. The study of the world of transmitters of language is directed to help to understand the features of this language. A language picture of the world is the mean of cross-cultural communication, because historically all pictures of the world were in consciousness of people and are reflected in the language. Conceptual structures stand after every phraseological unit (as the structures of knowledge about the life). Such motivation of phraseologisms allows reconstructing of a phraseological picture of the world in the language which is researched. A phraseological picture of the world is part of a language picture of the world, it describes facilities of phraseology in which every phraseological unit is the element of the clear system and has certain functions in description of realities of life. It finds the linguistic embodiment in proof vivid units of the language; it is the result of reflection of the man's second feelings by the collision of surrounding reality which is realized by the national world outlook. Thus, cross-cultural aspect of analysis German phraseological units in the press includes not only connotations and stylistic features, but also etymology and it must have the analogical analysis of Ukrainian analogies of these phraseologisms, which can be done by possibility to extend search spheres of translating equivalents.