

MAKING THE RIGHT CHOICE OF SYNONYMS

Bobrovnyk S.M.

NTUU “Kiev Polytechnic Institute”, Ukraine

Clarity of translation is the key when it comes to business writing and translation. Nobody likes to feel confused. When we don't understand something, we tend to reject it. And word choice plays a crucial role in how easy it is for the audience to understand your message. The concept of choice is easy to define; it is simply the usage of the best words for getting your point across. Words are powerful tools and when used correctly, they are all you need to compel your audience to action. However, words can also be dangerous weapons that can backfire on you by leading the audience amiss, leaving them puzzled or turning them off completely. It is important to learn how to spot problematic words and replace them with clear, influential ones so that your translation can be as effective as possible. With all the synonyms available, choosing the right word can be a difficult task. Each word has a meaning but most words also have connotations, which twist the meaning in a particular direction. The toughest part of choosing the right word is trying to get it right. The aim of tutors is to teach how to choose the proper word among synonyms to make the context clear. Teaching synonyms can improve vocabulary and orientate in large thesaurus of English lexis, i.e. to define correctly the main sense of the material and specific differences of other synonymous words. Synonyms, as it is known, are words which are close in meaning. Every word has its hue of sense and stylistic difference. On the one hand, a large choice of words promotes language flexibility and helps to avoid repetition and sameness, and on the other hand, it causes many problems and mistakes when there is a need for a specific choice of the right word from a number of synonymous. For example, *convince* and *persuade*, they are translated into Russian as “убеждать”, e.g. *We couldn't convince him of his mistake*. But when we need to say that a person is made to accept something we preferably use the word “*persuade*”, e.g. *We couldn't persuade him to give up his stupid plan*.

If we take the synonyms of the Russian word “решать” *to decide, to determine, to make up one’s mind*. *To decide* means to come to a solution, to define future actions, etc. For example, *I just can’t decide what to do.* – Я просто не могу решить, что делать. *What have you decided about this matter?* – Что вы решили по поводу этого дела? *Jane didn’t know which dress to choose, and in the end she decided on the green one.* – Джейн не знала, какое платье выбрать, и в конце концов остановилась на зеленом. *To determine* means to firmly decide what to do, focuses on firmness of the decision, e.g. *They determined to struggle to the end.* – Они решили бороться до конца. *After much thought, Steve determined to tell the truth, come what may.* – После долгих размышлений Стив решил сказать правду, и будь что будет. The phrase *to make up one’s mind* means to make a decision what to do after some fluctuations and thoughts; it focuses on the process of making a decision. It differs from other synonyms in style as it refers to phrasal verbs, e.g. *John has made up his mind to go to college after school.* – Have you made up your mind as to where you are going for your holidays? – Вы уже решили куда поедете в отпуск? *Really, Bob, make up your mind!* – Послушай, Боб, решай же что-нибудь наконец! *It’s high time you made up your mind.* – Вам бы уже давно пора принять решение. *Don’t delay. You really must make up your mind.* – Не откладывай! Ты действительно должен решить!

The words *to burn, to combust* can be translated as «гореть», but the hues in translation can be found. For instance, *to burn* – гореть, пылать, e.g. *There was a fire burning in the large fireplace.* — В большом камине горел огонь. *When I arrived one of the vehicles was still burning.* — Когда я прибыл, одна из машин ещё горела. *Let's leave the fire to burn down and go into our tents.* — Пусть костёр догорит, а мы пошли по палаткам. *The fire burned away for five days.* — Пожар полыхал пять дней. *Something's wrong with the air conditioner -- smell of burning V-belts in the air.* "Что-то случилось с кондиционером – чувствуется запах приводных ремней. And the word *to combust* – гореть, воспламеняться 2) разгораться, вспыхивать, e.g. *The whole country was combusted with great troubles.* — Вся страна была охвачена большими волнениями и беспорядками.

For example, combustion – 1) горение, возгорание, сжигание 2) процесс окисления 3) беспокойство, возбуждение, e.g. I heard some kind of combustion among the women-servants. (D. Defoe, Colonel Jack, 1722) — Я заметил какое-то необычное волнение среди служанок. The two principal combustion products are water vapor and carbon dioxide. – Основные продукты сгорания – это водяной пар и углекислый газ. The word burning can be translated as жгучий; нестерпимый, e.g. burning shame — жгучий стыд, burning pain — жгучая боль, burning thirst — нестерпимая жажда. For instance, I had a burning desire to win. — Я горел желанием выиграть. He sat gazing into the burning flame of the candle. — Он сидел, созерцая пламя свечи. They blamed the disaster on a worker who dropped a burning cigarette butt. — Они возложили вину за катастрофу на работника, бросившего окурок.

If we want to translate Russian word «выбор», we can find the following synonyms: choice, selection, option. The problem is to choose the proper word to reflect the meaning. If we need the equivalent for the following concepts: выбор, альтернатива, ассортимент, избранник, отбор, we will choose the words *choice*, e.g. *And it actually was the right choice, probably, to try to make it out – this way. — И это был правильный выбор, наверное, попытаться выбраться — таким образом.* If we need the concept – подбор, селекция, we will take the word *selection*, e.g. *...Darwin's principles of natural selection...- принципы естественного отбора Дарвина.* If we need the concept выбор, альтернатива, (возможный) вариант we will take the word *option*, e.g. *They had an option to buy the team. — Они могли купить команду.*

Trying to figure out the best word choice can make it difficult to get your message across, but focus first on what you want to say, then go back to make sure you are saying it clearly and try to choose the proper word.

1. Моисеев М.Д., Английская лексика, правильный выбор слова. / М.Д.Моисеев. – М.: Аквариум. – 127 с.
2. <http://www.babla.ru>