

Parallel constructions, repetitions and antithesis create a rhythm of an utterance.

We also observed the reference to important political figures in Trump's utterances connected with their political career and with the attitude of voters towards them. For example, Reagan is for positive meaning ("That's going to be a job creator like we haven't seen since Ronald Reagan"), while Obama is used to be blamed for all failures ("When I watch what's happening with some horrible things like Obamacare where your health insurance and health care is going up by numbers that are astronomical: 68%, 59%, 71%").

Conclusion. According to the results of our research we can say that the main linguostylistic peculiarities of English political discourse are metaphors, euphemisms, the first person pronouns and the words with negative connotation, the superlative and the comparative degrees of adjectives, rhetorical questions, and the passive voice. Also we distinguished some parallel constructions, repetitions, antithesis and reference to some political figures and family matters.

Reference list:

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**SPECIAL DIFFICULTIES IN TRANSLATING SCIENTIFIC
AND TECHNICAL TERMINOLOGY
(ON THE EXAMPLE OF TV-SERIAL "BIG BANG THEORY")**

D. Rybchenko

VSU named after P.M. Masherov, Vitebsk, Belarus

In modern linguistics scientific and technical terminology is widely spread due to the recent development of science during the last century. This kind of terminology is used practically in every sphere. Thus it seems quite necessary for students to be aware of some peculiarities while translating terms from English into Russian. And naturally it hasn't missed the sphere of mass media. So this article is going to cover some peculiar difficulties of translating terms into the popular scientific language. And the results of this research can be regarded as a contribution to the theory of popular scientific style and types of terminology used.

The relevance of our work is predetermined by the widespread use of terminology, because of popularization of science in the society. Thus this

article contributes to the research in this sphere, examining the aforementioned issues on particular examples.

The purpose of this work is to analyze and consider specific peculiarities in translation scientific terms, using the material of the TV-serial «Big Bang Theory».

Material and methods. While writing this work, the scientific and technical materials and vocabulary of some episodes of TV-serial «Big Bang Theory» were used.

When writing the article, descriptive, comparative research methods and the method of stylistic analysis were used.

Results and their discussion. We have examined a number of examples of the use of the terminology in a TV-serial «Big Bang Theory». The translation of an interpreter Diagon with the correction of Gellard was used.

We shall take the monologue of Leonard from the 2nd series of the 1st season as an example.

Leonard: We are the intellectual descendents of Archimedes. Give me a fulcrum and a lever and I can move the Earth.

The following translation is offered:

Леонард: Мы интеллектуалы, последователи Архимеда. Дай мне точку опоры, и я сдвину Землю.

The problem at issue here is the principle of a lever. The lever is one of the easiest mechanic structures. It's represented by a tough beam, which can revolve around a fulcrum. A part of a beam from the fulcrum to the point of force application is called the lever [1, p. 48].

The lever is used to create more effort on a short lever with a help of less effort on a long lever (or to gain more shifting on a long lever with a help of less shifting on a short lever). By making the lever long enough, theoretically, any effort may be created. This term is commonly scientific and his place in this context is quite clear to an average man and is used here to describe the character as «the intellectual descendents of Archimedes» and good specialists in general.

The next dialogue we're going to examine takes place between Leonard and Sheldon:

Leonard: Easy, easy. OK. Now we've got an inclined plane, force required to lift is reduced by the sine of the angle of the stairs... Call it 30 degrees, so about half.

Sheldon: Exactly half.

We have the following translation:

Леонард: Теперь мы имеем наклонную поверхность, сила, необходимая для подъема уменьшается благодаря тому, что синус угла равен 30 градусам, и поэтому силу надо приложить вдвое меньшую.

Шелдон: Ровно вдвое.

So as to understand the aforementioned dialogue we must consider the notion of the vector. The vector in physics is an object, characterized by the size and direction. Thus if the position of the vector has changed from 90 degrees of the gravity to the position of 30 degrees, there'll be no need to overcome the gravity after all. In this case we're dealing with a specific trigonometric term and the calculations of the main hero are unlikely to be understood by a large audience, which means that in this context the term was used to describe the character, but not to explain the mathematic phenomenon.

The next dialogue that is worth our attention takes place in Penny's apartment, where the main characters Leonard and Sheldon come, and see a lot of mess here.

Leonard: So Penny is a little messy.

Sheldon: The Mandelbrot set of complex numbers is a little messy. This is chaos.

We have the following translation:

Леонард: Что ж, у Пенни несколько грязно.

Шелдон: Формула Мандельброта – всего лишь кучка цифр, если это несколько грязно. Это хаос.

The center of our attention here is «The Mandelbrot set of complex numbers». It's a set of such points C on an integrated surface, for which the ratio $Z_{n+1} = Z_n^2 + C$, where $Z_0=0$ gives a limited continuity. Thus it's a host of such C , for which there's such a real R , that inequality $|Z_n| < R$ is true with all natural n [2]. The idea of Sheldon's joke is that the exact value of the surface of the Mandelbrot set of complex numbers is unknown. So here we deal with a specific mathematical term, which is used for connotation of the situation, but the term isn't explained to the audience.

Conclusion. Having examined some samples of the use of terminology on the example of a TV-series «Big Bang Theory», it seems quite necessary to carry out research on this matter, as it's widespread. By analyzing some parts of the dialogue, we've noticed that the use of some terms is various and thus this terminology must be translated according to the purpose of the use of the terms (for example, some terms should be explained, while others should be left as they are).

Reference list:

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