

**Semantic and pragmatic aspects of translating English comparative
phraseologisms**

The article deals with semantic and pragmatic aspects of translating English comparative phraseologisms, specifically notions of imagery, semantics, representation of phraseologisms in dictionaries. Objects of the investigation are the English comparative phraseologisms both in language (on the material of lexicographic sources) and in speech (on the material of literary texts of English authors and their Ukrainian translations). Phraseology is the heart and soul of each language reflecting diversity of world perception. The peculiarity of phraseological semantics is revealed in the dominance of expressive component involving image contents and an etymological association. Comparative phraseologisms possess binary structure united by comparative conjunction. The core of the comparative phraseologisms constitutes the image. The latter differs in English and Ukrainian. As a result, translator encounters the issue of adequate translation of the original text into the target language. There are two main ways of translating comparative phraseologisms, specifically phraseological and non-phraseological. Phraseological translation involves absolute and partial equivalents; non-phraseological translation is represented by descriptive and loan translation. Context contributes into the choice of the translation strategy, which is either domestication or foreignizing. Currently, there is no need to speak of true or free translation. There is no antagonism between traditional and innovative approaches towards translation. For now, the way the translator reads the original reveals the opinion of translator concerning the notion of translation, his attitude towards the author of the source text and the reader. There are no ready-made recipes for the translation of the comparative phraseologisms. Challenges in the translation of comparative phraseologisms embrace the lack of an idiom with the same meaning, but also the value of lexical components of the idiom, whether it is proper to use idiomatic language in the target text. Translation of the comparative phraseologisms is an aleatorics. In the hands of the translator it turns into improvisation.

Key words: comparative phraseologisms, equivalent, image, loan translation, strategies of translation, ways of translation.