

The result of this part of the work is that metaphors, as the most evident representatives of the influence of the cultural identity, are beyond the reach of a man without significant knowledge of English language. In addition, the cognitive processes that guided native speakers in the process of metaphorization are indicated.

It is known that exclamation marks are often used in the Russian language, the Russian language is more prone to polysems, has high level of semantics, a free word order, which indicates the great emotionality of the Russian people [4]. In contrast, the main feature of the English-speaking people according to the analysis of the metaphors is their weaker emotionality. This trend can be traced in the way the metaphorization process took place, namely: the considered linguistic units were formed mainly not due to sensory perception, but on the basis of comparison with already known objects.

Next, an attempt was made to identify the principle by which the identity influences the formation of the metaphors. The identification of the principle was carried out by analyzing the cognitive processes that led to the formation of the metaphors, and comparing these processes with the method of metaphorization. In other words, it was assumed that cognitive processes should obey the same classification method as metaphors. As a result, it became clear that metaphorization is not subject to any rule and is individual for each nation.

In conclusion, it is worth noting that the process of metaphorization is one of the main ways of word formation in the oil industry of the English-speaking culture. According to the estimates, the proportion of new words obtained through metaphorization is about a third of the total number of the terms in the area under consideration [3]. In addition, the formation of new words occurs constantly, thus, the problem of the interlanguage barrier will always remain urgent. To solve this issue, it can be proposed to study not only the language itself, but also the features of life and culture of the English-speaking people in English classes.

Thus, in the course of the work, the problem of the language barrier arising as a result of the influence of the cultural identity was preliminarily identified. Further studies require more data for analysis.

In this regard, the next stage of the research will be a survey among students to obtain the required material. Also, the problem of the influence of the identity not only on the language barrier, but also on the behavior of English-speaking representatives during their professional activities will be raised. This will help to identify the distinguishing features of not only linguistic but also psychological communication of different people and to show the inefficiency of their interaction due to the influence of the cultural identity. In this case, the influence of the identity will no longer be considered via the language barrier, but the communication process as a whole.

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## THE ISSUE OF TRANSLATING OF NEOLOGISMS AS TERMS IN THE FIELD OF PETROLEUM ENGINEERING

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Currently, the oil and gas industry is a leading sector of the global economy and international relations. This has a rather strong influence on the economies and policies of countries. The presence of personal oil and gas benefits and the possibility of organizing exports allow us to achieve tremendous success in almost all areas of the economy involved in various countries [1]. With the growth of the oil and gas industry, the language used in this industry is also growing and improving. Along with this, new technologies, methods and equipment for oil and gas production appear. This, in turn, causes new neologisms to appear [2]. Therefore, Neology has a number of important issues that cannot be resolved. These include the failure to provide a clear terminological base, including the definition of the object of neology-neologism; the criteria for this have not been established with sufficient clarity [6].

A profession related to the oil and gas industry presupposes not only technical knowledge and abilities, as well as the capability to work with research and engineering literature in foreign languages. An experienced engineer must be aware that the language is constantly changing and developing, which means that all new and new expressions, phrases, and words [5]. Due to the modernization of social processes, it is important to be able to quickly and accurately adapt to a change in language, i.e. to its endless development and the emergence of new forms of words, expressions, abbreviations, etc. It turns out that if an employee or manager wants to be a professional in the business he is engaged in, he must know about each new trend of the language. Only in this case the translation will comply with all the norms of the language, will be understandable to the reader and interesting to the reader [5]. What are neologisms? Neologisms are words, expressions or new meanings of

already existing words, the appearance of which is associated with new trends in science, technology, social life. In other words, neologisms are new words and expressions that appear in the language, and therefore in speech, together with the changes taking place in the surrounding world [9].

Neologisms appear over time and invariably enter into our everyday speech, and then into the literary language. However, it is worth remembering that neologisms are related to passive vocabulary, since not all of us can understand them. Nevertheless, they exist, and we cannot neglect them, especially when translating modern texts, which are often “filled” with them [3].

Therefore, the purpose of this article is to analyze the issue of translating of neologisms as terms used in the field of petroleum engineering from English into Russian. The main ways to prevent neologisms are considered: transcription, transliteration, calquing and the descriptive method of translation.

1. Transmission of neologisms using translational transliteration and transcription. The use of transcription in translation is to transmit the sound of an English word in Russian letters. Going a little ahead, the technique of transliteration is that with the help of Russian letters not spelling forms are transmitted, but the letters that make up the English word [3]. The leading method in contemporary translation practice is transcription with conservation of some elements of transliteration. With the phonetic and graphic systems of languages differ significantly from each other, the transmission of the word form of a foreign language in the goal language is always somewhat conditional and estimated [1]. For example,

**British Petroleum** (Бритиш Петролеум) – крупнейшая мировая нефтяная британская государственная энергетическая компания. Ежедневно организация добывает по всему миру 3,3 миллиона баррелей нефти [7].

Transcription is the main method of translation in the transfer of names, and, like transliteration, is used in cases where it is desirable to reproduce the laconicism and specificity of a foreign word: «British Petroleum, operating off the coast of the United States in the Gulf of Mexico, set off an unprecedented ecological catastrophe» [6]– Компания «Бритиш Петролеум» вызвала беспрецедентную экологическую катастрофу в Мексиканском заливе у берегов Соединенных Штатов Америки (перевод автора).

2. Transliteration is a formal letter-by-word recreation of the peculiar lexical item using the alphabet of the translating language, a literal imitation of the form of the original word. In this case, the source word in the translated text is presented in a form adapted to the pronunciation characteristics of the translating language. Such a transcription method is a practical rule for transferring English names into Russian [10]. For example,

**Argon** (аргон) – аргонная струя, защищающая металл во время сварки. В настоящее время, инертный газ является защитой для расплавленной и нагретой металлической поверхности [7].

To use transliteration, you may not know the pronunciation of the English word, limited only by its visual perception. The given technique can be used in cases where the transmitted reality in its English sound evokes firmly rooted associations in the Russian reader: «Emissions include gases consisting of argon, carbon dioxide and water vapour» – В состав газообразных выбросов входят аргон, двуокись углерода и водяной пар (перевод автора) [9].

3. Calquing is used to “convey a lexicon that does not correspond in the translation language, i.e. creating a new word, phrase, or compound word for the corresponding subject based on elements and morphological relationships actually existing in the language” [2]. Actually, this is reproduction not of the sound but of the combinatorial arrangement of a word or sentence, when the components of a word (morpheme) or phrase (lexeme) are translated by the appropriating elements of the translating language. Calquing as a translation reception served as the basis for a large amount of various kinds of borrowing in multicultural communication in those cases. The advantage of calquing is the brevity and simplicity of the equivalent obtained with its help and its unambiguous correlation with the original word, reaching the complete reversibility of the correspondence [4]. For example,

**Drilling axi** («drilling» (бурение) + «axi» (ось)) — ось бурения [7].

This instance clearly reflects the translation of terms by their exact reproduction by means of the Russian language, or rather, literal translation: «The invention relates to a process and a device for the production of drilling holes from an angled position with respect to the drilling axis» [10] — Это изобретение соотносится с процессом и устройством для бурения отверстия под углом относительно оси бурения (перевод автора).

4. The descriptive method of translation indicates that there is no word that cannot be translated into another language descriptively. The choice of the most successful translation solution is determined by the situation [1]. A descriptive translation is used when it is difficult to convey the meaning of neologism using the previously described methods. Most often this happens in cases where an object, phenomenon or concept that neologism calls is absent in the borrowing culture. In other words, a descriptive translation consists in transmitting the meaning of an English word using a more or less common explanation. This method can be consumed both to explain the meaning in the dictionary, and when translating neologisms in a specific text [8]. For example,

**Air gap at** («air» (воздушный) + «gap at» (зазор)) — расстояние по вертикали от уровня спокойного моря до нижней кромки верхнего корпуса полупогружной буровой платформы во время бурения [7].

In this case, you can verify that this method is the most convenient way to explain an incomprehensible term, the only drawback is cumbersome and verbose: «The air gap between the sample and tubing wall should be as small as possible» [6] — Расстояние по вертикали от уровня спокойного моря до нижней кромки верхнего корпуса полупогружной буровой платформы во время бурения между образцом и стенками трубки должно быть минимальным (перевод автора).

Thus, a high level of professionalism is important for a translator. He needs to study special literature and high-quality, constantly updated reference materials in order to cope with the difficulties encountered in translating technical terms from English [3]. When translating oil and gas texts, the following difficulties may arise:

Ambiguity. Only having knowledge in the oil and gas industry, you can choose the necessary version of the translation of the term among many others.

Ignorance of terminology in Russian. The translator may find an appropriate translation of the terminology in Russian, but will not know its exact meaning. In such situations, knowledge of the oil and gas industry is also useful.

Realities. Names, their translation must be checked, because most often they already have their own translation in different languages [2].

The difficulties noted in the article for the translation of terms, explanations of how to overcome them, should help the translator to achieve accuracy, adequacy of the translation, and minimize errors. For these purposes, you must also pay attention to the main methods of translation, to know the specifics of the industry [1]. In general, the oil and gas sector combines a lot of technologies from various fields of knowledge, such as engineering, chemistry, geology, insurance, accounting, etc. This terminology also needs to be known. Moreover, with the advent of new technologies, equipment, and lines of business, oil and gas companies often develop their own terminology, which also needs to be understood [4].

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## DEVELOPMENT OF RESEARCH INTEREST AMONG FOREIGN STUDENTS OF THE UNIVERSITY IN THE PREPARATION OF FINAL QUALIFYING WORK

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One of the tasks of modernization of higher education is to intensify research activities of the University at all levels of training. Final qualifying work of level of higher vocational training qualifications bachelor and master is a document confirming the acquisition of the necessary competencies, key qualifications including skills of research activities.

Official level of preparation of final qualifying work for all students of bachelor program is established by the fourth year. This year foreign students a good command of oral and written Russian language is able to choose and present a topic to justify a detailed plan and expected results of their work. In addition, the official requirements for preparing work include discussion and approval of the topic of work/project, performance goals, concepts of the study and the main content section introduction. This sequence is compulsory, without its effective passage of job performance for protection is difficult or impossible. If you start work on selecting the theme and concept of the final qualification work/project of a foreign student in the earlier stages of learning, for example, from the second year, combining interest in the topic, research skills, etc. with the improvement of Russian language proficiency expected result in the form of written work and a scientific paper will be higher and the capacity and willingness of the student to carry out research activities in the future will increase in times. Therefore, it is advisable, based on the study of the concepts of interest and research interest to analyze the sequence of activities a foreign student in the preparation and submission of the final qualification work/project to protect and justify the need of choosing the topic of work and its development at earlier training courses.

To examine the problem and overcome the contradictions in the preparation of this article were used General scientific and special research methods: hypothetical-deductive method and method of synthesis, method of observation for selected group of students during certain periods of time, intentionally explanation, dialogue method and the projective method, allowing the use of other results of educational and scientific activities of students for the achievement of the article objectives.

The approach to the preparation of final qualifying work based on the development of research interest in the early stages of learning allows to describe and to test in practice, appropriate technologies and, on their basis, to organize training activities in such a way that it combined creativity, research interest and high quality of the final qualification work/project of a foreign student.

Of interest is the concept whose content includes "the primary knowledge about the subject matter and the positive emotion associated with this primary knowledge." [2] it is Difficult to determine which of these elements is manifested in the mind first and becomes the basis for further action, but the consequences of the unification of knowledge and emotions is well known – it works. The same process which makes any work of the beloved, and the acquisition of new knowledge necessary requirement, without which it is impossible happiness, or harmony of life.