PHRASEOLOGY IN ACADEMIC AND PROFESSIONAL DISCOURSE: PRAGMATIC ASPECTS

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In modern scientific and technical discourse, accuracy and formality are key requirements for texts, which leads to minimizing the use of figurative and expressive language. Phraseological units, traditionally associated with literary, journalistic, and colloquial styles, are often considered inappropriate in technical texts due to their potential ambiguity and dependence on cultural context. However, despite the trend toward standardization, some set expressions not only persist but are actively used in technical communication, enhancing the effectiveness of information exchange.

The relevance of this study is driven by the need to analyse the mechanisms behind the survival of phraseological units in technical texts, their role in shaping professional discourse, and the challenges associated with their translation. In a globalized world where English serves as the primary language of technical and scientific communication, phraseological expressions can either facilitate the understanding of complex concepts or, conversely, create barriers due to their specificity and cultural distinctiveness.

The aim of this study is to identify the key factors influencing the retention of phraseological units in technical texts, analyse their functions, and examine the peculiarities of their translation.

The study is based on the analysis of set expressions in English-language technical texts, their equivalents in other languages, and the peculiarities of their use in scientific articles and professional communication. Special attention is given to the challenges that arise when translating technical phraseological units and the strategies that can be employed for their adequate rendering in other languages.

The analysis has shown that in technical texts, certain set expressions primarily serve a practical function by simplifying and clarifying the meanings as well as rendering them some vividness. Below are examples of phraseological units that may appear in technical texts: "State of the art" (This software represents the state of the art in machine learning); "In the loop" (Keep me in the loop regarding any updates on the project); "Under the hood" (Let's take a look under the hood to understand how this system operates); "By and large" (By and large, the system has been performing well); "At the forefront" (Our research team is at the forefront of renewable energy innovation); "Out of the box" (This software works out of the box without the need for any additional configuration); "On the same page" (We need to make sure that the team is on the same page before starting the project); "Ballpark figure" (Can you provide a ballpark figure for the cost of the new software?); "To iron out (issues)" (We need to iron out the issues before the product launch.

Translation of such phraseological units implies deep understanding of their origins and function in order to find a relevant unit in the target language. The findings of this research will contribute to a deeper understanding of the role of phraseological units in technical discourse and help develop effective approaches to their adaptation.