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**PECULIARITIES OF REPRESENTING THE CONCEPT OF
«LOVE» IN ENGLISH IDIOMS AND THEIR TRANSLATION INTO
UKRAINIAN**

The notion of a concept is multifaceted and widely explored in various academic fields such as philosophy, psychology, linguistics, literary studies and translation studies. V. Ivashchenko, V. Syvun, O. Selivanova and others define a concept as a complex mental formation that combines cognitive, linguistic, emotional and cultural components, which contribute to the formation of perceptions of the world [2, 3, 4].

The translation of concepts is a complicated process that goes beyond the mere transfer of words from one language to another. It is also a collision of different cultures, styles of thinking, literary traditions, meanings and contexts. Therefore, it requires not only masterful knowledge from the translator but also a deep understanding and sensitivity to the peculiarities of both linguistic worlds. Accurately conveying concepts in translation is a painstaking task, as the translator needs to create a connection between two different cultures and ensure their mutual understanding.

In the English language, the concept of «love» is represented through a rich array of idioms that reflect various emotional, social and cultural aspects of this feeling. Lexical means and stylistic devices such as metaphors, hyperboles, oxymorons and symbols help to convey the depth of feelings and cultural perceptions of love in English idioms. For example, in the idiom «to love someone to the moon and back» hyperbole manifests in the exaggeration of distance – from Earth to the Moon and back – which symbolizes an extremely strong, practically boundless love. In the idiom «to carry a torch for someone» a

metaphor describes that carrying a torch means to harbor feelings for someone [5, 6].

Translation transformations are an integral part of the translation process, as they allow the adaptation of the source text according to the norms and peculiarities of the target language. For the effective Ukrainian translation of English idioms that express the concept of «love» the most frequently used techniques were calque, phraseological equivalents, modulation and descriptive translation. These transformations make it possible to preserve not only the meaning, but also the grammatical and stylistic features of the original. For instance, the idiom «to steal someone's heart» is translated as «вкрасти чиесь серце» using calque, since the metaphor present in the original is kept unchanged in the translation, as the Ukrainian variant «вкрасти чиесь серце» is a direct equivalent that conveys the idea of captivating or winning someone's love. In the translation of the idiom «to love someone to bits (pieces)» as «безмежно когось кохати» modulation is applied. The original expression uses the image of loving someone to «small pieces,» which emphasizes the depth and tenderness of feelings, while the Ukrainian version focuses on the intensity of the feeling through the word «безмежно» (boundlessly), which, although not repeating the metaphor, accurately conveys the meaning. A phraseological equivalent is used to translate the idiom «to fall for someone hook, line and sinker» as «закохатись по вуха», as this Ukrainian expression precisely conveys the idea of being completely smitten with someone, just like in the original. The translation preserves all the emotional and semantic nuances of the expression [6, 1].

Further research in the field of concept translation can contribute to the improvement of methods for conveying culturally significant elements in cross-linguistic communication and to the expansion of knowledge about the interrelation of language, culture and thought. An important direction is also the study of the specifics of concept translation in fiction, scientific and journalistic literature, as well as the consideration of the dynamics of conceptual changes

under the influence of globalization processes, which will promote deeper understanding of the evolution of linguistic and cultural systems. Furthermore, the study of translation strategies in the context of new technologies, particularly machine translation and artificial intelligence translation, is promising, opening up new opportunities for the analysis and adaptation of concepts in different languages.

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