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THE MAIN CHARACTERISTICS OF THE LANGUAGE CLICHÉ IN THE TEXT OF THE PATENT

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Linguistic and translation studies explore and describe the stylistic features of the textual form of patents, emphasizing the stylistic heterogeneity of these textual forms through a combination of characteristics of scientific and technical texts. In addition, special attention is paid to a clearly structured form of presentation of information, where each structural part has a specific communicative purpose.

Pre-translation analysis of clichés in the texts of the patent primarily serves the fact that all patents are built on a standardized structure. Each part of this structure corresponds to a specific communicative purpose, so it should contain language units that present information, that gradually and logically describe the invention. It should be noted that the informative and necessary nature of clichés is manifested in the fact that they provide rapid creation of the text, speed up and simplify its reading and understanding. [2, p. 95].

Usually the abstract of the patent begins with a clichéd phrase, which then represents the title of the invention. Some inventions in such clichéd phrases can be represented by tokens – *invention, disclosure, discovery*: *Embodiments of the present disclosure are related to solar module mounting systems.*

The syntactic nature of such clichés is also heterogeneous: the most commonly used Present Simple Active verbs *relate to, pertain, provide*. But despite the standardization of style, there may be variable representations in the form of Present Simple Passive, or even sentences with a formal subject *there*. It can be said at once that the phenomenon of synonymy at the level of individual basic tokens and grammatical invariants should be traced in text blocks or parts of a patent. As a rule, the section describes the existing level or technical condition, which is directly or indirectly criticized: *Existing solar-based systems store solar energy in a battery first, and then use the stored energy to generate DC or AC powers. These designs negatively affect the system efficiency, reliability, and availability.*

To critique the existing shortcomings, tokens with negative semantics *poor, inefficient, negatively, affect* are chosen, which implicitly emphasize the need to improve and, accordingly, the advantages of the claimed invention. The tokens *various* and *different*, or the phrase *a number of*, are used to indicate the existence of several prototypes.

To illustrate the purpose of the invention, it is also possible to identify several variants of clichés that are used at the beginning of the sentence: *An object of this invention is to provide...; It is an object of the present invention to provide...; The invention has for an object to provide...*

Schematic representation of the invention is perhaps the most important part of the patent, namely drawings and figures – *figures* or *FIG.* (token drawings are not used for schematic representation in both scientific and technical texts) are described in 2 sections of the contract: a brief description of the drawing (Brief Description of the Drawings) and a detailed description of the invention (Detailed Description): *The summary of the present invention will become readily apparent upon further review of the following specifications and drawings;*

Analyzing the first sentence of the Brief Description of the Drawings, we can say, that this sentence presents several clichéd phrases that are repeated in the context of the entire patent description: *present invention; a part of the specification; principles of the invention; following specifications; embodiments of the present invention; will become readily apparent upon further review of; will be readily understood by, which are incorporated in; following drawings; accompanying drawings, following figures wherein.*

The following verbs in the form Present Simple Passive can also be used as a predicate in such introductory sentences: *to be illustrated, to be explained, to be described to be shown.*

A brief description of each figure or drawing is also provided by cliché invariants based on verb forms. – *to show, to depict, to illustrate* та фраза *to be a schematic view depicting: FIG. 2 is a schematic view depicting another embodiment of a system for hybrid energy storage system (HESS);*

In the Detailed description of the patent images in the figures are detailed using the following terminological clichés: *a front view; a back side view; a perspective view; a sectional cutaway view; a simplified block diagram; a flowchart diagram; a time lapse diagram; more detailed schematic diagrams. a block diagram.*

Also in the detailed description to detail the description of the invention and the logical connection of the description and graphics, the patent may use the following clichés: *As shown in FIG.; As shown in FIGS.; As illustrated in FIG.; Referring now to FIGS; see FIG. 1.*

According to Halperin, the advantage of clichéd language tools is that they are recognizable and easy to understand [1, p.98]. As a conclusion we can say that the variants of cliché phrases are presented in each structural part of the patent, the description of the patent meets a specific communicative purpose, and therefore must contain linguistic units that represent information gradually and logically describing the invention. There is the presence of invariant forms of clichés in each part of the description to the patent. This is due to the fact that each description of the patent has its author, who chooses a set of clichés regulated for a particular part of the description..

The tokens that must be present in the cliché represent a number of synonymous variants. The syntactic nature of the cliché is also heterogeneous: Present Simple Active is most often used, but variable representations in the form of Present Simple Passive, or even sentences with a formal subject *there*, are possible. As a rule, clichés can be divided into cliché phrases that are repeated in the context of the entire patent description and clichés in the form of sentences are available at the beginning and end of each structural part. Clichés can have both verbal and noun nature, it all depends on the grammatical nature and form of the token, which becomes the basis for the construction of the phrase cliché. standard and provide the most complete information.

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