Dmytro Petrov, Bachelor student,
Iryna Bashmanivska, Lecturer
Zhytomyr Polytechnic State University

WAYS OF TRANSLAING ENGLISH LEXICAL ITEMS IN THE MEDIA SPACE (BLOGS ON INSTAGRAM, TWITTER)

The increasing dominance of the English language in the global media space necessitates effective translation strategies that bridge linguistic and cultural gaps. This research aims to explore the various ways of translating English lexical items in the context of media platforms such as Instagram and Twitter. By investigating current practices, evaluating the challenges faced by translators, and proposing innovative solutions, this study contributes to the advancement of translation techniques in the digital age.

The analysis of the collected data reveals a variety of strategies employed for translating English lexical items in the media space, specifically in blogs on Instagram and Twitter. The strategies identified include:

Literal Translation: Translating English lexical items directly into the target language while maintaining the original form and meaning as much as possible.

Cultural Adaptation: Adapting English lexical items to fit the cultural context of the target language.

Borrowing: Incorporating English lexical items into the target language text without translation.

Transliteration: Formal letter-by-letter reproduction of the source lexical unit using the alphabet of the target language, letter imitation of the form of the source word [12, p. 2].

Hybrid Forms: Reproducing the combinatorial composition of a word or phrase by translating the constituent parts of the word or phrase using the corresponding elements of the target language [12, p. 2].

Translators face several challenges in the media space. According to M. A. Jiménez-Crespo, these challenges include:

Cultural nuances require a deep understanding of both the source and target cultures to ensure accurate and effective communication. One example of a culturally charged lexical item in the media space is "kawaii" (かわいい) from the Japanese language. This word is used to describe the cute, attractive, or cuddly appearance of something, usually associated with animals, anime drawings, or other multimedia characters. Translating this term can be a challenge, as it has a particular meaning in Japanese culture that can be difficult to accurately translate into other languages. One possible translation is to use the English word "cute" (cute, attractive). However, it should be borne in mind that the translation may lose some of the cultural nuances and subtext associated with the concept of "kawaii" in Japanese media and popular culture [3].

Linguistic limitations arise when lexical items lack direct equivalents in the target language, requiring translators to find alternative ways to convey meaning. One example of a lexical item with linguistic constraints in the media space is "Tsundere" (つんでれ) from Japanese. This is a term used to describe characters in anime and manga who initially show cold and hostile behavior, but then show signs of affection

and friendliness. Translating this term can be difficult, as it combines several meanings and expresses a specific typology of character behavior. Although there is some English analogy to "tsundere," using a direct translation may not convey all the nuances and subtext associated with the term. In this case, it is possible to keep the original term "tsundere" in transliterated form and add explanatory words or phrases to better understand the term in the target language.

Platform limitations, such as character restrictions, impact translation choices and demand concise and creative solutions.

Furthermore, user feedback obtained through interviews and surveys provides valuable insights into preferences and attitudes towards translated content. Users express a preference for translations that are authentic, relatable, and culturally appropriate. They appreciate translations that maintain the spirit and intention of the original while being accessible and engaging in the target language [4].

The findings of this study shed light on important aspects of translating English lexical items in the media space and open up avenues for further discussion and exploration. Balancing familiarity and comprehension, platform-specific adaptations, cultural sensitivity and adaptation, user engagement and reception, and the evolving nature of language in the media space emerge as key considerations for translators. Hybrid forms, which combine translated and untranslated elements, offer a potential solution by providing a sense of authenticity while ensuring clarity and accessibility.

Platform-Specific Adaptations: The analysis revealed that translators must be mindful of the platform limitations and constraints when translating lexical items in the media space. For instance, Twitter's character limit necessitates concise and efficient translations, while Instagram's visual nature may require adjustments to the presentation and formatting of the translated content. Translators need to adapt their strategies to suit the unique features and requirements of each platform while maintaining the essence of the original message [1].

Cultural Sensitivity and Adaptation: Cultural adaptation emerges as a crucial factor in translating English lexical items in the media space. Translators must be attuned to the cultural nuances of both the source and target languages to ensure accurate representation and effective communication.

User Engagement and Reception: User feedback offers valuable insights into the reception and impact of translated content. Users express a desire for authenticity and relatability, emphasizing the importance of conveying the intended message in a way that resonates with the target audience. This highlights the significance of user-centered translation practices and the need for translators to consider the preferences, values, and cultural context of the target audience [6].

Evolving Nature of Language in the Media Space: The study's results underscore the dynamic nature of language and the challenges associated with capturing and translating the ever-evolving lexical items in the media space. English lexical items often originate from popular culture, technology, and social trends, and keeping up with these changes presents an ongoing challenge for translators. The study reveals the need for continuous adaptation and staying abreast of new linguistic developments to effectively translate and engage with the audience.

Translating English lexical items in the media space requires a nuanced understanding of the source text, target culture, and the expectations of the platform and its users. A combination of linguistic proficiency, cultural awareness, and

creativity is crucial for successful translation in this context. By exploring current practices, this study provides valuable insights and proposes innovative strategies for translators, thereby facilitating effective communication and cultural exchange in the digital era. It emphasizes the importance of continuous adaptation and staying abreast of new linguistic developments to effectively translate and engage with the audience in an ever-evolving media space. By addressing the challenges and exploring the strategies in translating English lexical items, this research contributes to the advancement of translation techniques and fosters a deeper understanding of language dynamics in the digital age. Further research and discussions in this field are encouraged to enhance cross-cultural communication and ensure accurate representation of diverse media content.

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