

## **MACHINE TRANSLATION CHALLENGES FOR LEXICAL UNITS IN THE ENGLISH-SPEAKING MEDIA SPACE: AN ANALYSIS OF FAMOUS BLOGGERS' POSTS ON INSTAGRAM AND TWITTER**

The media space encompasses a range of media resources and relationships, defining what media produce, how they do it, and how readers or viewers perceive them [1]. Extensive research has been conducted by scholars, such as Michel Foucault, Jean Baudrillard, Marshall McLuhan, Douglas Kellner, John Coetzee, among others, who have considered media space as an essential component of the cultural sphere. These researchers have explored the media's impact on society, analyzed the media's role in shaping public opinion and culture [7, p. 152]. Additionally, scholars from specialized fields like journalism, media ecology, media psychology, media sociology, and media studies have also contributed to the understanding of media space from diverse perspectives, enabling analysis of its various aspects.

Machine translation exhibits several inherent challenges, including:

1. **Word-to-word translation:** Machine translation often translates words literally, disregarding contextual meaning, which can lead to misunderstandings.
2. **Stylistic errors:** Machine translation struggles to convey the style and tone of the original text accurately, resulting in a final product that differs from the intended context.
3. **Grammatical errors:** Machine translation may generate grammatical errors, such as incorrect use of prepositions or particles.
4. **Semantic changes:** Machine translation may fail to consider the overall context of the text, resulting in incomplete or inaccurate translations.
5. **Contextual inconsistency:** Machine translation may fail to consider the overall context of the text, resulting in incomplete or inaccurate translations.
6. **Lack of cultural context:** Machine translation overlooks cultural characteristics and traditions, potentially leading to misunderstandings and inaccurate reproductions.
7. **Unreliable translation:** Machine translation can be unreliable for critical documents or cross-linguistic communication, resulting in errors and misunderstandings [6, p. 8-10].

A good translation not only reproduces the meaning of the original text, but also preserves its style, tone and other speech features. After analyzing the translated text, you will be able to determine how well it reflects the content of the original message.

Let's analyze the machine translation (from English into Ukrainian) of @zhirelle posts on the Instagram social network:

1. Machine translation selectively translates posts.
2. It translates slang, for example: LOL-LOL.
3. Comments:
  - a. Machine translation selectively translates comments.
  - b. It selectively translates slang, for example: wdyw-wdyw (what do you mean).

Let's analyze the machine translation (from English to Ukrainian) of @zhirelle post on the Twitter social network:

1. The meaning of the message does not change.
2. Words written in capital letters are translated clearly and in capital letters.
3. Retweets are translated clearly.

After analyzing the machine translation, it can be noted that machine translation on Instagram requires improvement as it fails to deliver perfect translations, especially for longer posts. Selective translation is observed, and there are cases of slang translation [4, p. 35].

Machine translation on Twitter shows higher quality due to the utilization of the Google Translate platform, which accurately translates all tweets. The message's meaning remains unchanged, capital letters are correctly maintained, and retweets are translated clearly.

Key problems associated with machine translation of lexical items in the English-language media space include:

1. Polysemy: Polysemous words with multiple meanings can be incorrectly translated if context is not considered [8, p. 10].
2. Language-specific meanings: Some English words have specific meanings within the media industry that may not be accurately conveyed in translation.
3. Abbreviations and acronyms: The presence of numerous abbreviations and acronyms in English can pose challenges for machine translators [2].
4. Idioms and expressions: The abundance of idiomatic language in English can be perplexing for machine translation systems [3].
5. Grammatical differences: Variations in grammar between English and the target language can result in incomprehensible translations [5, p. 4-5].

Although machine translation is a useful tool when communicating between people with different languages, it cannot completely replace the work of a professional translator. These problems can be solved by using contextual translation and machine learning, as well as by involving humans in translation verification.

To enhance the quality of machine translation of lexical items in the English-language media space, the following recommendations are proposed:

1. Incorporate context and word dependencies into machine translation systems to better understand grammatically correct vocabulary.
2. Facilitate wide access to machine translation resources for native speakers from different countries through localized machine translation platforms.
3. Employ machine learning techniques to enhance machine translation systems, utilizing training data from native speakers and translation experts.
4. Utilize grammar standards and dictionaries to improve the accuracy of machine translation.
5. Explore the expansion of lexical databases to enhance the quality of machine translation.

While machine translation serves as a valuable tool for communication across languages, it cannot entirely replace the expertise of professional translators. The identified challenges can be addressed through contextual translation, machine learning, and human involvement in translation verification. The recommendations provided aim to improve the quality of machine translation of lexical items in the English-speaking media space. By implementing these recommendations, machine

translation systems can offer more accurate and contextually appropriate translations, contributing to effective cross-linguistic communication in the media industry.

## REFERENCES

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