

## **THE ART OF UKRAINIAN DUBBING: ADAPTATION, LOCALIZATION AND CULTURAL FEATURES**

The study explores the history of dubbing formation and its stages of development in Ukraine. It also examines the influence of state language policy on the popularization of Ukrainian dubbing, the specifics of translation and adaptation of jokes, wordplay, and cultural references, and examples of a creative approach to adaptation (use of Ukrainian dialects, colorful expressions).

Dubbing plays an important role in cinema, providing viewers with the opportunity to perceive foreign content in their native language. Ukrainian dubbing has gone through a long path of formation and development, which was accompanied by both political and cultural changes. Important aspects of the study are the history of dubbing, language policy, adaptation and localization, as well as its impact on the audience.

According to research [1, c. 1], the history of Ukrainian dubbing dates back to the 20th century, but its active development began only after Ukraine gained independence. Legislative regulation played an important role, which contributed to the spread of Ukrainian dubbing in cinemas [4, c. 1].

State language policy played a key role in the popularization of Ukrainian dubbing. According to research, the introduction of mandatory dubbing in Ukrainian in 2006 significantly increased the number of high-quality dubbed films and TV series. This contributed to the development of its own dubbing school and the improvement of the professional level of voice actors.

One of the key aspects of dubbing is the adaptation and localization of the text. As noted in [1, c. 75], the translation of subtitles and dubbing should take into account the cultural characteristics of the country to which it is adapted. In Ukrainian dubbing, special attention is paid to the translation of jokes, wordplay and idiomatic expressions, which makes it more natural for the local audience. A creative approach is often used, which includes the use of dialects and colorful expressions.

According to [2, c. 23], the study on translation of popular cinema points out the difference between literal translation and artistic reinterpretation. Ukrainian dubbing, unlike Russian, often favors adaptation taking into account context and culture, which makes it more attractive to viewers.

Ukrainian dubbing is an important cultural phenomenon that combines high-quality adaptation and localization with the preservation of language authenticity. It plays a significant role in the popularization of the Ukrainian language and the formation of cultural identity. Further research on this topic could focus on analyzing the impact of dubbing on the language consciousness of viewers and comparing it with other European localization models.

## **REFERENCES**

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