

THE SOCIO-CULTURAL IMPACT OF UKRAINIAN DUBBLING

Ukrainian dubbing has a significant sociocultural impact, as it normalizes the sound of the Ukrainian language in the popular media space and instills in viewers the habit of perceiving it as a language of entertainment. Through creative translations and the use of dialects, dubbing spreads modern vocabulary, destroys stereotypes about regional dialects, and strengthens linguistic identity. For young people, dubbed lines from films turn into memes and slang expressions, creating linguistic and humorous trends for Generation Z. Moreover, the export of Ukrainian-language content is a soft power tool for representing Ukrainian culture internationally.

An analysis of 13.2 million tweets (2022-2024) recorded an increase in Ukrainian-language content from 25% to 52%; Researchers partly explain this change by the regular viewing of dubbed films, which “normalizes” the Ukrainian language in the entertainment sector [5, p. 44].

A survey of teenagers conducted by the Institute of Mass Information (IMI) (November 2024, n = 1024) showed that 62% of respondents more often reproduce lines from the Ukrainian dubbing than the original English quotes [6, p. 12].

A sociolinguistic study conducted by A. Smirnova (San Francisco State University) reveals a positive correlation between the choice of Ukrainian language in everyday life and regular consumption of Ukrainian-language media content, including dubbed films; Updated data from 2024 confirm that this connection has strengthened [7, p. 58].

The use of the Hutsul dialect in the film “Mavka: Forest Song” (2023) and Transcarpathian intonations in the film “Hotel Transylvania 4” (2022) increased the audience’s perception of dialects: 48% of respondents reported a more favorable attitude towards regional varieties of the Ukrainian language after viewing [6, p. 18].

In the Nimdzi100 report, Ukrainian studios Postmodern and Respeecher stand out among the “new leaders” of the European localization market; Ukrainian-dubbed versions of animated films are sold to the Baltic and Balkan countries as “high-quality Slavic voice acting” [8, p. 7].

Systematic dubbing in Ukrainian has evolved from a simple translation service into a multi-level socio-cultural phenomenon that:

- increases the use of Ukrainian language in the digital space;
- determines linguistic and humorous trends of Generation Z;
- serves as a tool of “soft power” and integrates regional dialects into popular culture.

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