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FEATURES OF USING GENDER-FAIR LANGUAGE PATTERNS IN ENGLISH AND THEIR TRANSLATION INTO UKRAINIAN

The research focuses on the features of using gender-neutral language patterns in English and their rendering into Ukrainian, with the aim of highlighting their growing importance in modern inclusive communication. Data were collected from media texts, official documents, and literary works to analyze how gender-neutral nouns, titles, and pronouns are represented and adapted in Ukrainian translations. The identified translation strategies revealed the structural limitations of Ukrainian grammar, particularly its gender-marked morphology and limited neutral pronoun system [3], resulting in only partial neutrality. These findings highlight the relevance of developing consistent gender-neutral translation practices in modern discourse, especially in professional and media communication [1].

Review of all literature papers showed that translation of gender-fair language patterns is not only grammatical aspect, but also cognitive and psychological [2]. To work properly with the research, the literature of different discourses that are connected to the topic was investigated. Each of them looks at the problem from different perspectives.

The success of gender-fair translation depends on the translator's ability to recognize the inclusive intent in the original nominal gender context. In result, this can be properly reproduced in the target grammatical gender. For example, Kosovych emphasises that when translating English neutral pronouns into Ukrainian, literal replacement often misrepresents identity if the translator does not understand the non-binary association behind the expression [4]. The author illustrates this with the pronoun "they" (singular), which cannot be rendered as "він" or "вона" but should be adapted through rephrasing such as "особа" or the emerging "вони" (singular) while maintaining both reference accuracy and inclusive power [4].

The most commonly discussed strategies for translating gender-neutral patterns include neutral rewording, paired forms, typographic inclusion, and neopronoun adoption. Lardelli states that each strategy is chosen based on the text's genre, audience expectations, and grammatical constraints [3]. Neutral rewording is effective when the sentence can be restructured to avoid gender markers, but when restructuring is impossible, translators often resort to paired forms or typographic methods to preserve inclusivity at the expense of conciseness [3]. Paolucci et al. argue that the pragmatic power of gender-fair language especially in professional or activist discourse requires translators to go beyond morphological accuracy and take into account the communicative intention of equality [1]. In media discourse, James and Rawlins present corpus data from the News on the Web (NOW) database, which shows a rapid shift from gender-specific titles (e.g., 'chairman') to neutral options (e.g., 'chairperson,' 'chair') in online news between 2015 and 2021 — a trend that preceded the Associated Press Stylebook and reflects broader cultural shifts towards equality [5].

The reviewed works collectively demonstrate that translating gender-equitable models is a creative act of intercultural mediation. It involves balancing the inclusive

intentions of the original author with the expectations of the reader in the target culture. Bigler and Leaper emphasise that translators must understand how gender norms shape cognitive schemas, such as “default male” or “binary roles”, which differ across language systems [2]. Maintaining this conceptual balance ensures that the translation retains not only semantic accuracy but also cognitive fairness and emotional resonance [2].

Although the reviewed literature contains valuable information, a number of key issues remain insufficiently addressed and require further research:

1. Limited analysis of extended discourse.

Most studies examine gender-fair models in individual sentences, and only a few extend to complete articles in the media or literary works [3].

2. Lack of reader-centred research.

Most existing works take the translator's perspective, leaving unsolved the question of how Ukrainian readers interpret and respond to adapted forms.

3. Ignoring linguistic evolution and cultural dynamics.

Gender-neutral expressions are changing, shaped by social media, activism, and global influences. Contemporary research rarely explores how new digital forms and neopronouns challenge traditional approaches to translation [3].

To fill these gaps, this study aims to better understand gender-fair translation by focusing on how English and Ukrainian texts preserve the same meaning and feel. By comparing gender-neutral words (nouns, titles, pronouns) and their Ukrainian versions, the study will show which methods best preserve the message, inclusivity, and cultural tone. It will also examine how text type, reader, and situation influence choice.

Ultimately, this paper argues that gender-fair translation is not simply a matter of replacing words, but of understanding and reproducing ideas. This requires both careful thinking and creativity. By exploring how readers feel, how language changes online, and how it works in full texts, this work aims to advance both the theory and practice of inclusive translation between English and Ukrainian.

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