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## **CULTURAL AND EMOTIONAL EQUIVALENCE IN TRANSLATING IDIOMS FROM ENGLISH INTO UKRAINIAN: A CASE STUDY OF COLLEEN HOOVER'S *REMINDEES OF HIM***

The present research examines cultural and emotional equivalence in translating idioms and emotionally marked expressions from English into Ukrainian based on Colleen Hoover's novel *Reminders of Him* (2022). The study focuses on the ways translators preserve figurative meaning, emotional resonance, and stylistic colouring while adapting culture-specific elements for the Ukrainian reader. Since idioms are closely connected with cultural context, pragmatic meaning, and emotional perception, their translation often requires interpretive and creative transformation rather than literal reproduction.

Modern translation studies emphasize that idioms represent one of the most challenging aspects of literary translation because they combine semantic, emotional, and cultural meanings within a compact linguistic form. Gabriella Kovács states that translators frequently face difficulties in finding culturally and stylistically appropriate equivalents for idiomatic expressions, especially in emotionally charged literary contexts.[4] Mona Baker emphasizes that idioms and fixed expressions often create problems of non-equivalence because their figurative meaning and cultural associations cannot always be reproduced directly in the target language.[1] Consequently, literary translation becomes a process of intercultural mediation aimed at preserving both meaning and emotional effect.

The practical part of the research is based on a comparative analysis of English fragments from *Reminders of Him* and their Ukrainian translations. The analysis focuses on idiomatic expressions, colloquial speech, metaphorical imagery, and emotionally expressive vocabulary. Special attention is paid to descriptions of space and environment, as they often symbolize the characters' psychological states and intensify the emotional atmosphere. To ensure accurate interpretation of colloquial idioms and emotionally marked expressions, the research also relied on modern online idiom dictionaries.[6-8]

One group of analysed examples includes conversational idioms and emotionally marked phrases. For instance, the idiom "*slipped my mind*" is translated as «вилетіло з голови».[2, p. 17]

The Ukrainian equivalent preserves both semantic meaning and conversational naturalness. Instead of literal translation, the translator uses a culturally familiar phraseological equivalent that sounds natural in Ukrainian speech. Such transformations correspond to Baker's concept of idiomatic equivalence through paraphrase and cultural adaptation [1].

Another example demonstrates pragmatic adaptation "*bitten me in the ass*" translated as «вийшло боком».[2, p. 25]

The original idiom contains strong colloquial expressiveness and emotional frustration. The Ukrainian version softens vulgarity but successfully preserves the negative emotional implication and conversational tone. This demonstrates the translator's attempt to balance emotional equivalence with stylistic acceptability for the target audience.

The idiom "*all over the place*" is rendered as «сама не своя».[2, p. 36]

Although the literal image is omitted, the translation accurately conveys emotional instability and psychological confusion. According to Jaskot, phraseological translation often requires replacing the original cultural image with a functionally equivalent expression understandable for the target culture [4].

The study also analyses metaphorical imagery connected with emotional transformation and atmosphere. For example, “*the sky is on fire*” is translated as «небо буквально горить.» [3, p. 25]

In this case, the metaphorical image is preserved almost completely. Both versions create vivid emotional imagery, evoking dramatic beauty and inner emotional tension.

Descriptions of space in the novel also perform important symbolic functions. Kenny’s apartment is described through negatively coloured vocabulary and emotionally expressive imagery:

“*The place is a dump. A five-hundred-square-foot absolute shithole, but it’s a step up for me.*” translated as «46 квадратних метрів, справжня діра, але для мене це крок уперед.» [3, p. 10]

The original passage contains highly colloquial and emotionally harsh vocabulary, particularly the intensifier “absolute shithole,” which emphasizes Kenny’s hopeless living conditions and emotional exhaustion. In the Ukrainian translation, the expression «справжня діра» softens the vulgarity of the original while still preserving the atmosphere of poverty, isolation, and despair. At the same time, the phrase «крок уперед» symbolically reflects hope, personal growth, and the beginning of emotional recovery.

In contrast, Ledger’s house is associated with emotional renewal and stability:

“*It lights up the tops of the trees below us and makes them look like they’re on fire.*” translated as «Сонце заливає золотом верхівки дерев.» [3, p. 235]

Although the Ukrainian translation slightly alters the original metaphor, it successfully preserves the scene’s poetic imagery and emotional atmosphere. While the English version emphasizes the visual comparison with fire, the Ukrainian rendering softens the image through the metaphor of golden light. This stylistic adaptation maintains the symbolism of warmth, hope, and emotional renewal while sounding more natural and aesthetically expressive in Ukrainian literary discourse.

The preliminary findings indicate that Ukrainian translation frequently prioritizes emotional and stylistic equivalence over formal lexical accuracy. Literal translation is often avoided in favour of paraphrase, expressive adaptation, and culturally recognizable imagery. The analysis also demonstrates that idioms and spatial descriptions in *Reminders of Him* function not only as linguistic units but also as emotional and symbolic elements that shape character perception and the narrative atmosphere.

In conclusion, the study argues that translating idioms and emotionally marked expressions requires cultural sensitivity, contextual understanding, and creative interpretation. Literary translation functions as intercultural communication in which the translator reconstructs emotional experience for the target audience. Through the analysis of *Reminders of Him*, the research contributes to a deeper understanding of emotional and cultural equivalence in English-Ukrainian literary translation.

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