

відповідники або здійснювати повну трансформацію репліки, використовуючи методи трансстворення (transcreation) або локалізації [2].

Особливо це стосується молодіжних комедій, анімаційних серіалів, фільмів жанру «мок'юментарі», а також стрічок, що відображають сучасні технології комунікації. Прикладом може слугувати серіал *Rick and Morty*, де велика кількість реплік побудована на інтернет-жартах, аллюзіях до Reddit-культури або Twitch-стримінгу. У таких випадках перекладачеві доводиться здійснювати повну адаптацію або навіть створювати нові «культурні меми» для українського глядача.

Серед методів перекладу, які застосовуються в таких випадках, можна виділити:

- локалізацію з урахуванням культурного контексту;
- адаптацію жарту шляхом зміни посилання або гри слів;
- вставку аналогічного меметичного еквівалента з українського або близького культурного середовища;
- компенсацію на рівні наступної репліки або візуального ряду [3].

Водночас постає питання етики: наскільки перекладач має право змінювати або «переписувати» авторське повідомлення. Тут важливо враховувати цільову аудиторію та комунікативний ефект, який прагнув створити режисер або сценарист.

Меметика у кіноперекладі також тісно пов'язана з глобалізаційними процесами та тенденцією до «гібридних культур». Усе частіше кінопродукція створюється для світового ринку з урахуванням різних культурних реалій, що дає перекладачеві простір для інтерпретації, але вимагає глибокого розуміння міжкультурних комунікацій.

Зростання ролі субкультурних кодів у популярній культурі потребує нових підходів до підготовки перекладачів. Важливо включати у навчальні програми завдання з адаптації інтернет-жаргону, перекладу актуальних мемів та аналізу культурних контекстів цифрової комунікації.

У майбутньому перекладач кіноконенту буде не лише мовним посередником, але й культурним редактором, який повинен утримати баланс між авторським задумом, очікуваннями глядача та новими формами цифрової мови.

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### STRATEGIES FOR NEWS DISCOURSE TRANSLATION FROM UKRAINIAN INTO ENGLISH (BASED ON THE MATERIALS OF THE UKRINFORM MEDIA RESOURCE)

In today's global information sphere and amid the growing demand for reliable reporting, including on events in Ukraine, the need for high-quality translation of news texts is becoming increasingly important. Translating news discourse requires not only a high level of language proficiency, but also a deep understanding of genre conventions, socio-cultural

context, communicative intent, and the pragmatic strategies of the source text. Choosing appropriate translation strategies that preserve the informational content, stylistic features, and emotional impact of the news message is especially important.

One of the most effective approaches to analyzing such strategies is through the classification of translation transformations: addition, reduction, substitution, and reorganization. These transformations serve as key tools for adapting Ukrainian-language news content to the norms and expectations of the English-language media space.

Analysis of the text corpus reveals that *additions* are frequently employed to clarify concepts or names that may be unfamiliar to foreign readers. These additions help enhance the comprehensibility of the source text and provide essential cultural or contextual background for the target audience.

Example 1: The source text «**Путін. (Спроби створити однополярний світ проваляться)**» is rendered in English as **“Putin (Attempts for uni-polar world will fail, balance in the world will restore),”** (2) with an added explanatory phrase that conveys the article’s core message. This additional information clarifies the geopolitical stance and criticizes Russian policy, enabling clearer interpretation for an international audience.

Example 2: The source headline «**«ПриватБанк» заперечує зникнення грошей тренера збірної України**» is rendered in English as **“PrivatBank denies the disappearance of the money of the coach of the national team of Ukraine,”** with an additional parenthetical phrase in the article identifying Ruslan Rotan as **(a Ukrainian football player and coach, former midfielder of Dnipro, Dynamo Kyiv, and the Ukrainian national team),** (3) which helps international readers contextualize the person mentioned.

Example 3: The source phrase «**понад 70 FPV-дронів**» is rendered in the English version as **“more than 70 FPV drones, unmanned aerial vehicles (UAVs) were used to attack the positions of our troops and civilians,”** with an added explanatory phrase **“unmanned aerial vehicles (UAVs)”** (4) clarifying the concept of FPV drones. This addition helps international readers better understand the specific terminology used in the Ukrainian military context and increases the informational clarity of the target text.

A comparison of the source and translated texts published on the Ukrinform portal shows that information omission is used to a limited extent. It is used to simplify the translated text, when the source text contains redundant and incomprehensible elements for the target audience, as well as to shift the emphasis.

Example 4: The source text «**Зловмисники вчинили замах на розкрадання грошових коштів з кореспондентських рахунків, відкритих у Центробанку в обсязі 2,87 млрд грн. При цьому розкраданню 1,67 млрд гривень вдалося запобігти.**» is rendered in English as **“The attempts to steal UAH 1.67 billion were repelled”** (5). In this case, only the second sentence of the original is preserved in the translation, resulting in the omission of the total sum involved and a shift in emphasis from the attempted theft to the prevention of loss. This omission simplifies the text for the target audience and places focus on the positive outcome.

Example 5: The source sentence «**Глава держави обговорив із Президенткою Словенії співпрацю в Раді Безпеки ООН та оборонні потреби України. Президент України Володимир Зеленський провів телефонну розмову з Президенткою Словенії Наташею Пірц Мусар.**» is translated as **“Head of State discussed cooperation in the UN Security Council and defense needs of Ukraine with the President of Slovenia”** (6). This instance illustrates the repetition of the official titles and names, which may be

unnecessary for an international reader, is omitted. This reduction eliminates redundancy while retaining the main idea.

Substitution is a frequently employed translation strategy. Its primary purpose is to simplify the target text's comprehension, clarify the meaning of metaphorical or culturally specific expressions, and enhance the overall accessibility of the text for the target audience.

For instance, the source excerpt *«Тим більше, що ключові гравці на міжнародній арені вважали за краще вже не орієнтуватися на норми міжнародного права, а вважали за краще виходити вже зі своїх геополітичних інтересів і ставили саме це на перше місце своєї практичної діяльності на міжнародній арені, – заявив він»* is rendered in translation as: *“Especially since key players on the international arena already preferred not to observe the norms of international law, but rather to follow their own geopolitical interests, making those the cornerstones of their practical activities on the international stage”*(7).

This example demonstrates the substitution of expressive vocabulary with a more neutral equivalent. The original phraseological expression *«ставити на перше місце»* (to prioritise) is replaced by the verb *preferred*, which conveys a similar meaning but lacks the emotional and rhetorical force of the original. This results in a loss of expressiveness in the translation. The substitution may have been caused by the translator's intention to simplify the sentence or by the difficulty of rendering the idiom in a culturally and stylistically equivalent way in English.

Text reorganization affects both individual sentences and entire paragraphs. Although some of the changes can be attributed to structural differences between the source and target languages, most reorganizations are influenced by the conventions of foreign journalism and the intention to highlight the most important information. One common strategy is sentence splitting, where a single sentence in the source text is divided into multiple sentences in the translation to improve clarity or emphasis. For example, in *«Перші результати виборів очікуються у неділю. Якщо жоден кандидат не здобуде підтримки більше як половини виборців, 11 лютого буде проведено другий тур виборів за участю двох претендентів на посаду президента, які набрали найбільше голосів у першому турі,»* appears in translation as: *“The first election results are expected on Sunday. If any candidate does not win the support of more than half of the voters, a second round of elections will be held on 11 February. The two presidential candidates who received the most votes in the first round will take part in it”* (8). In this example, the original sentence is broken into three shorter sentences in the English translation, which increases readability and aligns with the stylistic norms of English-language news reporting.

As I. Korunets observes, transformations in their “pure form” are quite rare — they typically occur in combination, resulting in what can be described as complex transformations (1). Let us examine an example that illustrates the interplay of several such techniques: the Ukrainian sentence *«Міжнародна слідча комісія 28 вересня представила доповідь, у якій йдеться про те, що малайзійський "Боїнг" був збитий силами Російської Федерації із зенітного комплексу "Бук" із території, що перебувала під контролем сепаратистів»* is rendered as *“On September 28, an international investigation committee released a preliminary report into the shooting down of Malaysian Airlines civil airliner MH17 over Donetsk. The investigation concluded that the aircraft was shot down by a missile fired from a Buk missile system in separatist-controlled territory six kilometers south of the city of Snezhnoe”* (9).

This case clearly exemplifies a complex transformation, which includes three simultaneous techniques: (1) changing the word order by placing the date at the beginning of the sentence in accordance with English syntactic norms; (2) sentence splitting, whereby one complex sentence in the source text is divided into two simpler ones in the translation; and (3) explication, through the addition of clarifying information not explicitly stated in the original (i.e., “*six kilometers south of the city of Snezhnoe*”). Together, these operations serve to enhance clarity, coherence, and accessibility for the target audience.

When translating Ukrainian-language texts into English, filtering and editorial translation strategies are applied. The filtering strategy is expressed in the selection of texts that will end up on the international version of the site. Translation strategies include:

- lexical unit substitutions, which are used to simplify the text for the target audience;
- text shortening, which is used to remove redundant and incomprehensible details of the source text;
- additions, which are used to clarify meaning, clarify details, and explain specific details;
- reorganization of the text, which is expressed by splitting sentences as well as changing the order of sentences and paragraphs to highlight the main information.

At the same time, there are cases of complex application of translation transformations when several types of transformations are applied at once within one sentence or paragraph. These combined transformations allow translators to adapt the source material effectively to the expectations and comprehension patterns of the target audience, ensuring both clarity and coherence of the translated text. Thus, translation is not merely linguistic substitution but a dynamic process involving strategic editorial decisions.

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## CONCEPTUAL METAPHORS RED AND GREEN IN IT AND MANAGEMENT. MECHANISMS OF FORMATION AND PRAGMATIC FUNCTIONING

Metaphors with the correlative domain COLOUR, particularly those with the correlates RED and GREEN, are actively used in the fields of information technology and management. Despite their prevalence, the cognitive mechanisms of their formation, pragmatic functions, and the specifics of semantic transfer remain insufficiently studied. Researching the influence of primary, physiological, and culturally conditioned colour perception on the formation of secondary metaphorical meanings is crucial for understanding the nuances of professional discourse in these fields.

The theoretical foundation of this study is the theory of conceptual metaphor developed by G. Lakoff and M. Johnson [12], which is also actively being developed in the contemporary Ukrainian scientific research related to the analysis of text and discourse [2; 6; 7; 14]. Conceptual metaphor, as defined by G. Lakoff and M. Johnson, is a mental mechanism that aids in comprehending abstract phenomena through more concrete concepts. Colour metaphors rely on primary sensory and emotional experiences, forming on the principle of embodied cognition [1; 10]. Psycholinguistic studies confirm the significant influence of colours on human emotional states and their ability to affect decision-making [4; 8; 11]. A critical aspect of metaphor formation is selective projection, where only relevant features are transferred from the source domain to the target domain [9].

The aim of the study is to analyze the principles of formation and functioning of metaphors with the correlates GREEN and RED in the spheres of IT and management. To achieve this aim, the following objectives are set: to analyze the specifics of semantic-cognitive transfers, to establish the emotive-physiological connotations of the correlates, to clarify the specifics of highlighting/concealing mechanisms, and to analyze the pragmatic potential of metaphorical terms.

The research material comprises English-language sources from the fields of management and information technology, including articles, publications, blogs, dictionaries, and technical documentation. The research methodology is based on a cognitive approach to the analysis of metaphor, considering the principles of selective projection and the pragmatic potential of metaphorical expressions.

The analysis of metaphors with the correlates GREEN and RED revealed that they possess distinct emotive-physiological connotations.

Metaphors with the correlate GREEN are predominantly associated with success, growth, and environmental friendliness, as seen in expressions like *'green developer'*(1) ("The company knows that a new or "green" developer will require a lot of on the job training and help—and that's ok—that is what it means to be new after all.") [16], *'green developer'*(2)