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## **EXPLORING THE DIVERSITY AND COMPLEXITY OF TRANSLATION**

There are many different languages in our world. Each is unique in its own way. It has its own grammar and structure. In order to understand each other, there are also interpreters who know two or more languages, who help other people understand each other without learning a particular language themselves. Translation is not limited to just one type. There are different types of translation.

By type, translations are divided into oral and written. So what is the difference between them?

Translation has its own classifications and differences.

Consecutive translation. The interpreter transmits the listened text in parts, phrases or paragraphs, and the speaker pauses for the linguist to translate what has been said.

Simultaneous translation. If in the first case the interpreter has time to comprehend what he or she has heard and formulate phrases, in simultaneous translation he or she works in a time-limited mode, the translation is carried out simultaneously with the words being spoken. This method can be seen in movies, TV shows, or at state negotiations between different countries.

Parallel translation. If both previous types of translation have the same direction from one language to another, then in parallel translation, the translator first translates the source language into the target language, and then the same thing, but back.

There are also classifications of translation:

- Literary translation is one of the most difficult, because you need to have a poetic talent to convey the essence of the work in the right sense. It is important not only to translate literally, but to follow certain artistic techniques. You need to translate all the metaphors and epithets while preserving the aesthetic beauty of the work. Roughly speaking, to translate a work of fiction, an interpreter must be a writer himself. You can often see other writers translating the works of other foreign authors.

- Scientific and technical translation. Technical texts often present a myriad of specialized terminology, posing the primary challenge in technical translation. A term, comprising a single word or a phrase, serves to precisely label a phenomenon, object, or scientific idea, aiming to convey its meaning with utmost clarity (Kugai, 2021, 247). Here it is not enough to know only translation, you need to be an expert in a certain field of science. Among all translations, this one requires some attention and precision. Since science does not stand still, but is always moving, interpreters in this field need not only to be fluent in a particular language, but also to periodically update their knowledge in a particular field of science.

- Social and journalistic. This type of translation is aimed at conveying certain information to people. As a rule, such texts should retain emotional vividness, as such texts carry the idea of spreading a certain opinion. It is important that people want to read such texts.

In view of the above, we can conclude that it is important not only to translate correctly, but also to pay close attention to the structure and content of the text. Thus, to be an interpreter, it is not enough to be a native speaker, but to have knowledge

in certain areas. This is a very difficult field, and it is the task of an interpreter to understand all the subtleties and be competent and educated.

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#### **SPECIFICS OF ADVERTISING AND MARKETING TRANSLATION**

Nowadays, advertising is a subject of discussion among scientists, politicians, cultural figures and, above all, linguists. Successful translation of advertising campaigns requires specialized translation experience. In addition to creativity, the translator must fully convey the content and essence of the advert, and of course, encourage the viewer to buy the product or service.

In this report, we will take a closer look at the key considerations, strategies and implications of ad translation for global campaigns, as well as their impact on society. Advertising has its own laws of creation, mechanisms of influence, methods