ПЛАТФОРМА 3.

Актуальні питання іноземної філології та перекладознавства

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PECULIARITIES OF TRANSLATING PROFESSIONALISMS INTO UKRAINIAN IN PUBLICISTIC DISCOURSE

Professionalism is a term or expression characteristic of the language used by a specific professional group (Arkhypenko, Melnyk, 2023). The essential difference between terminology and jargon lies in the fact that terminology refers to an official scientific designation of a concept, whereas jargon arises as an informal or colloquial replacement for established terms (e.g., *платіжка* – payment order, *вишка* – higher mathematics, *пара* – a two-hour class). Professionalisms include words commonly used in slang, but they carry a specific meaning within a particular field or profession. For example, although literary norms may prohibit the use of abstract nouns in the plural form, professional terminology often permits it.

According to the field of application, professionalisms can be divided into **terms** and **semi-terms** used in science, technology, economics, law, medicine, sports, art, and other professional areas. They may be widely accepted within academic or professional environments or have a narrow specialization, known only within a specific professional circle. Depending on their functional role in publicistic texts, professionalisms perform nominative, explanatory, and expressive functions. The nominative function ensures the accuracy of information about an object or phenomenon, which is particularly important in informational and analytical materials.

The degree to which professionalisms are adapted to general language determines their complexity for perception by the mass audience (Harachkovskyi, 2024). In this context, we can distinguish fully adapted, partially adapted, and non-adapted professionalisms. Fully adapted ones have become so entrenched in common usage that they require no explanation (e.g., *inflation*, *vaccination*, *artificial intelligence*). Partially adapted professionalisms may be understood by a wide audience but require contextual clarification or brief explanations (e.g., *quorum*, *budget deficit*, *renovation*). Non-adapted professionalisms are mostly used in specialized texts and may be incomprehensible to non-specialists without additional explanation (e.g., *facilitation*, *glocalization*, *recurrent neural network*).

Thus, professionalisms in publicistic texts can be classified based on their field specificity, functional purpose, degree of adaptation to common language, and pragmatic load. They are an essential means of conveying specialized information and influencing the audience, making them an integral part of modern publicistic discourse.

The term "discourse" is used in various senses, making its boundaries somewhat "blurred." It includes communicative discourse (communication within society), didactic discourse (educational), intercultural discourse, political discourse, and feminist discourse. In linguistics, the conceptual scope of the term "discourse" is also broad. I. Shevchenko and O. Morozova distinguish types of discourse and socio-situational parameters as criteria for identifying subtypes. They categorize scientific, political, administrative, legal, military, religious, medical, business, advertising, educational, sports, electronic (internet), and media discourse (mass media). Criteria of form and content in a functional-stylistic aspect follow the genres and registers of discourse: literary, publicistic, formal, and informal. I. Kolesnikova divides discourse into professional (scientific, political, legal, medical, media, etc.), official, and everyday discourse. According to I. Korolyova's analysis of modern research, 74 types of discourse have been identified.

The concept of publicistic discourse is closely related to publicistic style, which is one of the functional styles of literary language characteristic of mass media (Zhelihovska, 2015). According to the *Ukrainian Encyclopedia*, publicistic style is

defined in two aspects: as one of the functional styles of literary language used in media, and as emotionally colored, elevated speech that includes evaluative elements.

Unlike other types of discourse, journalistic discourse is most sensitive to social events. Therefore, journalistic texts reflect not only social life changes but also language shifts (Lypych, Pavlyk, 2024). Typical lexical features of journalistic discourse include commonly used and occasional phrases, proverbs, similes, metaphors, lexemes with specific connotations, and figurative expressions.

The regulatory functions of journalistic discourse include organizing and regulating processes, influencing audiences, controlling public opinion, and serving as a tool for socialization, socio-cultural control, and management through language (Medvid, 2021). The function of influence includes both direct and indirect propaganda and agitation, providing lifestyle guidelines that determine civic and political choices and motivation. It involves not only shaping opinions but also encouraging action and forming habits. This ideological and political influence is aimed at the mass consciousness.

Thus, publicistic discourse texts, as part of mass communication, both reflect stereotypes of mass consciousness and shape them, imposing specific tastes, life priorities, and behavior models, including speech patterns.

The translation of professionalisms is one of the most complex aspects of interlingual communication, as such units combine specialized semantics, stylistic coloring, and functional load (Balanyk, Bialyk, 2020). To convey professionalisms accurately in different genres, translators use several basic approaches, each with its advantages and limitations. The choice of translation strategy depends on context, target audience, the term's establishment in the target language, and stylistic or expressive requirements (Kyrda, Pysmenna, 2015).

Equivalent translation ensures high accuracy (Kutsenko, 2017). Using generally accepted terms guarantees that readers receive information without distortion or ambiguity. This is particularly important in medicine, engineering, or finance, where misinterpretation can lead to serious consequences. Equivalent translation also simplifies communication by avoiding excessive explanations or descriptive translation, improving readability, and reducing misunderstanding risks.

Descriptive translation plays a crucial role in interlingual communication, conveying the meaning of terms when no direct equivalents exist. It facilitates understanding of scientific, technical, and cultural concepts, making information accessible to broader audiences. However, it requires a balance between precision and conciseness to avoid overextension and maintain stylistic integrity.

Transcription or transliteration involves rendering the sound of a foreign word through the graphic means of the target language (e.g., *marketing*, *hacker*). This approach preserves term authenticity but may create comprehension challenges if the professionalism is new or unfamiliar to the target language (Lobanova, 2022). Such borrowings often require additional explanations or adaptation to grammatical norms.

Therefore, the choice of approach for translating professionalisms depends on factors such as text style, audience awareness, term establishment, and communicative purpose. Using equivalents ensures accuracy, descriptive translation guarantees clarity, calquing preserves structure, and transliteration facilitates integration into the target language. Effective professionalism translation requires a complex approach balancing content accuracy and audience accessibility.

Adapting professional vocabulary in publicistic texts ensures clarity and accessibility of complex information for a wide readership (Loschenova, Nikishina, 2014). In modern society, where scientific and technological progress rapidly changes all life spheres, explaining specialized terms becomes critically important. Journalists and editors must inform audiences about new discoveries, social phenomena, and economic processes in an easily digestible way. However, there is a risk of meaning loss or misinterpretation, potentially distorting reality and spreading misinformation.

A significant challenge lies in polysemy, where a single lexical unit may have different meanings depending on context. Another problem is the stylistic inconsistency between professional vocabulary and journalistic language (Вевз, 2010). Specialized terms are often dry, formal, and unemotional, conflicting with the expressive, dynamic, and emotionally impactful nature of publicistic discourse.

The influence of foreign borrowings also presents difficulties. Many terms enter professional language without proper adaptation, particularly from English, complicating understanding for the general public.

The most common adaptation method is contextual explanation, where a specialized term is introduced along with its meaning (Zorivchak, 1989). Metaphorization is also frequently used in publicistic genres, providing vivid images to simplify complex concepts. For example, "the immune system's defensive shield" or "financial storm" makes complex ideas more accessible.

Translation of professionalisms requires a deep understanding of both professional terminology and the cultural, social, and communicative aspects of the source and target languages (Aitov, Rakhmanova, 2021). Functional equivalents are effective as they ensure naturalness and ease of perception. Neutralization replaces narrow professionalism with a more general concept, simplifying perception and making information accessible to a wider audience.

Translation of professionalisms in publicistic discourse requires flexibility. Strategies should align with context, text style, and audience. The combination of methods–equivalent translation, descriptive explanation, calquing, and transliteration–ensures both accuracy and accessibility.

Additionally, language policy influences professionalism translation and adaptation, especially in publicistic texts that shape public language awareness. Therefore, translators must balance accuracy and clarity while maintaining the communicative and stylistic functions of professionalisms in journalistic discourse.

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STRATEGIES AND CHALLENGES IN ADAPTING CHILDREN'S LITERATURE ACROSS CULTURES

Children's literature occupies a unique place in the cultural landscape, as it plays a vital role in shaping children's worldviews, moral values, and aesthetic tastes. Its primary characteristics include simple language, vivid imagery, didactic elements, and a significant dose of imagination. These features enable children's books not only to entertain but also to educate, helping young readers better understand the surrounding world, which may differ significantly depending on cultural context. Translation plays a crucial role in this process, allowing literary works to cross borders and facilitating the global exchange of knowledge, ideas, and cultural values.