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PECULIARITIES OF RENDERING GENDER-MARKED VOCABULARY IN THE UKRAINIAN TRANSLATION OF MODERN ENGLISH-LANGUAGE MEDIA TEXTS

Modern media discourse is characterized by the active use of gender-marked vocabulary, which reflects profound social transformations related to changing perceptions of gender roles, equality, and linguistic representation of identity. In this regard, the problem of adequately rendering such lexical units in translation becomes especially relevant, since the translator must consider not only the lexical meaning of the unit but also the sociocultural context of its functioning.

Gender-marked vocabulary is a complex linguistic phenomenon combining semantic, pragmatic, and sociocultural characteristics. It performs not only a nominative function but also shapes perceptions of social status, role, and identity. As Yu. Maslova notes, gender as a category is not purely linguistic; however, it is actively represented through language means, particularly through lexical units (Maslova, 2019, 86–88). This demonstrates the close relationship between language and society, which becomes especially evident in media discourse.

An important contribution to gender linguistics belongs to T. Kosmeda, who defines gender linguistics as a separate branch of linguistics studying the interaction between linguistic and social factors (Kosmeda, 2018, 5–8). This approach makes it possible to consider the translation of gender-marked vocabulary not merely as a technical process of meaning transfer but as a form of complex intercultural communication.

The conducted research demonstrates that gender-marked vocabulary is translated using various translation strategies. The most common methods are transcoding and

calquing, which preserve both the formal and semantic characteristics of the source unit. For example, lexical items such as *businesswoman* and *First Lady* are translated into Ukrainian as *бізнесвумен* and *перша леді*, preserving both their lexical meaning and gender component. Similar examples include *spokeswoman* → *речниця*, *chairman* → *голова*, and *policewoman* → *жінка-поліцейська*.

At the same time, lexical-semantic transformations play a significant role in translation practice. As Yu. Kuriata and O. Kasatkina-Kubyshkina emphasize, the translation of gender-marked vocabulary often requires adaptation to the norms of the target language, which leads to the use of transformations such as generalization, concretization, and modulation (Kuriata, Kasatkina-Kubyshkina, 2021, 146–147). In many cases, translators are forced to abandon direct reproduction of the gender component and replace it with neutral equivalents.

For instance, the English noun *firefighter* is usually translated as *пожежник* or *рятувальник*, where the original gender-neutral form acquires masculine grammatical marking in Ukrainian. Conversely, the term *actor* in modern media discourse may be translated either as *актор* or *акторка* depending on the communicative context and ideological orientation of the publication. Likewise, *journalist* may appear as *журналіст* or *журналістка*, reflecting the growing acceptance of feminine forms in contemporary Ukrainian media discourse.

This tendency is especially noticeable in the translation of professional titles and positions. English demonstrates a clear tendency toward gender neutralization, whereas Ukrainian is characterized by the active development of feminine professional nominations (feminitives). As M. Moroz points out, gender neutralization in English is one of the key factors influencing translation decisions (Moroz, 2020, 206–209). Consequently, translators often face a difficult choice: preserve the gender marking of the original or adapt the text to the linguistic norms and stylistic expectations of Ukrainian discourse.

Additional difficulties arise when translating ideologically marked vocabulary connected with gender identity and inclusiveness. For example, terms such as *non-binary person*, *gender-inclusive language*, or *they/them pronouns* frequently require descriptive translation or explicatory additions because corresponding concepts are still undergoing active formation in Ukrainian linguistic and cultural space. Thus, *non-binary person* may be translated as *небінарна особа*, while *gender-inclusive language* is often rendered descriptively as *гендерно інклюзивна мова*.

Furthermore, the translation of gender-marked vocabulary possesses a strongly intercultural character. It requires consideration not only of linguistic but also of cultural, social, and ideological factors. The translator acts as a mediator between two linguistic worldviews, which demands profound knowledge of both cultures and sensitivity to social changes reflected in language.

Therefore, rendering gender-marked vocabulary in the Ukrainian translation of modern English-language media texts represents a complex and multidimensional process. Its effectiveness depends on the translator's ability to combine semantic accuracy with adherence to the norms of the target language and sensitivity to the sociocultural context. The most adequate translation solutions are those that ensure a balance between preserving the author's intention and adapting the text to the linguistic and cultural peculiarities of Ukrainian media discourse.

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