

2. Goodarzi, A. (2025). Exploring the world of indie game art styles. *Pixune Studios*. <https://pixune.com/blog/indie-game-art-styles/>
3. Haiduk, D. P., & Nizhehorodtsev, V. O. (2025). *Level design as a tool for shaping gameplay experience and managing player attention*. In *Proceedings of the conference "Computer games and multimedia as an innovative approach to communication"*.
4. Jamal, J. I., Yusof, M. H. M., Lim, K. Y., & Jamal, J. A. (2023). Improving visual style classification in digital games using intercoder reliability assessment. *Journal of Information and Communication Technology*, 22(2), 283–308. <https://ejournal.uum.edu.my/index.php/jict/article/view/15670>
5. Okur, M., Kızıl, R., & Atamaz, E. (2024). The art of graphic design in video games: Beyond the visual. *Amazonia Investiga*, 13(78), 9–26. <https://doi.org/10.34069/AI/2024.78.06.1>
6. Tereshchuk, Y. O. (2024). *Algorithms of visual content influence on purchasing decisions in social media environment* [Preprint]. Zenodo. <https://doi.org/10.5281/zenodo.15670253>
7. Valve Corporation. (n.d.). *Hades* [Video game]. Steam Store. [https://store.steampowered.com/app/1145360/Hades /](https://store.steampowered.com/app/1145360/Hades/)

Anna Konovaliuk

*Kyiv National University of Technologies and Design
(Kyiv, Ukraine)*

Yana Boiko

*Kyiv National University of Technologies and Design
(Kyiv, Ukraine)*

LINGUOCULTURAL SPECIFICITY IN TRANSLATING POLYSEMANTIC TERMS IN INTERCULTURAL PROFESSIONAL COMMUNICATION

Modern professional communication imposes quite strict requirements on the adequacy and accuracy of the translation of professional texts. After all, the slightest mistake in reproducing and transmitting the meaning of this or that term can distort the content of economic or financial information. And within the business discourse, the translation of financial statements or contracts is not just about linguistic correctness, but the further fate of the business and the success of the company. In the field of economics, terminology has many differences in semantics and context, in addition, English and Ukrainian economic cultures have a certain contrast. Therefore, the translator needs to take into account the semantic subtleties of the use of economic terms and their polysemicity for the successful reproduction of the translation transformation during the translation of economic texts.

The study aims is to analyze the impact of linguistic and cultural differences between Ukrainian and English on the translation of polysemantic economic terms.

In the initial period of formation of any scientific field, its general state and development required a comparison of concepts with relevant coexisting items of the environment by analogy. This became one of the external incentives for the terminology of words of general use. So at the current stage of language development, terms appear due to the transformation of commonly used lexical units by applying morphological derivation using ready-made lexemes from other languages (Kryvenko, 2024). In this way, the English language, within the framework of economic discourse, fills the vocabulary of everyday use with a special meaning and since the first meaning does not disappear, polysemy is formed, which creates certain difficulties in intercultural communication.

The transition from a commonly used word to a term quite often also occurs through metaphor. Linguists suggest that we structure concepts on specific physical foundations. So metaphors combine two spheres: a specific, clearly bounded “source domain”, that is, where the image comes from and an abstract “target domain”, that is, what we are trying to describe (Kovács, 2006). For instance, the word hunt in everyday use has one meaning – полювати, but in the economic sphere it acquires specific meaning and can be used in the context of finding a job. After all, the direct translation of the phrase “hunting a job” as «полювання на роботу» is inappropriate for the Ukrainian scientific style (Kovács, 2006).

In addition, linguistic and cultural differences play an important role in the reproduction of economic terminology. After all, as you know, the two national cultures never completely coincide. And although any meaning can be conveyed in any language, various features of objects marked in some languages and cultures with certain lexemes may not be signaled in others. That is, a certain concept fixed in the English language may not have a corresponding concept in the Ukrainian language

(Tarasenko, 2016). So, in such cases, the translator is forced to apply a certain transformation to correctly explain the word in the translation language.

Linguistic differences are clearly visible in translating the term “equity”. Within the English economic discourse, the term is quite broad and based on the sign of ownership, that is, it combines several meanings at once. However, in the Ukrainian language there is no one word that denotes both equity and shares at the same time. Therefore, when translating, it is necessary to analyze the context in which the term is used in order to reproduce it correctly.

Another example of linguistic and cultural differences is the term “exposure”, which in common language denotes the concept of influence, namely in economic discourse it means financial vulnerability in the market. However, the Ukrainian language lacks a single equivalent that would combine the idea of finance and vulnerability, so this term also requires contextual analysis in translating.

An important factor that affects the translation of economic terminology is the genre specificity of economic discourse. After all, when working with financial reports or bank documents, the translator must comply with certain standards and rules. In addition, attention to detail is needed, as well as a clear compliance to terminology in working with data, because such texts often contain a large number of numbers and various tables. Moreover, in working with presentation materials of an economic nature, additional editing of texts by a native speaker is recommended (Krainiak, Duda, Rybachok, Rybina, Bielinska, 2021).

In addition, the effective translation of terms is affected by the translator's compliance with ethical norms that determine the standards of the specialist's responsibility. After all, during translation you can face certain ethical problems. For example, a translator may not know or understand something, so it is worth reporting your lack of competence and not hiding the misunderstanding of a certain text. In addition, there may be certain deviations from the norms, such as the use of slang or

obscene language. And although language etiquette sometimes allows the use of slang in the communication of professionals, it should not be used in the circle of non-specialists. After all, even a small thing can offend the participants of communication and it can be interpreted incorrectly, so when translating it is worth taking into account the traditions and customs of the countries in order to avoid harming your reputation (Ivantsova, Mala, 2017).

In conclusion, the equivalence of translation is achieved by transferring metaphorical images to economic terminology, so it requires an understanding of linguistic and cultural differences and contextual dependence in order to ensure adequate reproduction of terminological units. And also taking into account the genre specifics of economic discourse and compliance with the translator's ethical norms.

REFERENCES

1. Ivantsova, M. O., Mala, M. V. (2017). Profesiina etyka perekladacha [Professional ethics of a translator]. In *Materialy VII Vseukr. naukovo-prakt. konf. kursantiv, studentiv, aspirantiv ta adiunktiv* (pp. 95–96). Lviv. URL: https://ldubgd.edu.ua/sites/default/files/3_nauka/grantu/zbirnik_konferenciyi_ohorona_praci_2017.pdf#page=95
2. Krainiak, L. K., Duda, O. I., Rybachok, S. M., Rybina, N. V., Bielinska, I. D. (2021). Tekst ekonomichnoho dyskursu yak perekladoznava problem [Economic discourse text as a translation problem]. In *Innovations and prospects of world science. Proceedings of I International scientific and practical conference* (pp. 352–358). Vancouver, Canada. URL: https://af.khadi.kharkov.ua/fileadmin/F-AUTOMOBILE/%D0%A4%D1%96%D0%B7%D0%B8%D0%BA%D0%B8/science/2_%D0%A2.pdf#page=353
3. Kryvenko, V. V. (2024). *Anhliiska ekonomichna terminolohiia: strukturno-semantychnyi ta perekladatskyi aspekty* [English economic terminology: Structural-semantic and translation aspects] (Master's thesis). Dnipro University of Technology. URL: <https://ir.nmu.org.ua/server/api/core/bitstreams/91f3f45d-4f74-4fc8-959c-22c88caeca54/content>
4. Tarasenko, T. V. (2016). Movni lakuny u mizhkulturnii komunikatsii [Linguistic gaps in intercultural communication]. *Naukovi zapysky Berdianskoho derzhavnoho pedahohichnoho universytetu*, 10, 68–74. URL: https://eprints.mdpu.org.ua/id/eprint/4473/1/VIPUSK_2016%20%D0%91%D0%B5%D1%80%D0%B4%D1%8F%D0%BD%D1%81%D1%8C%D0%BA-%2068-75.pdf
5. Kovács, É. (2006). Conceptual metaphors in popular business discourse. *Publicationes Universitatis Miskolciensis*, 11(3), 69–80. URL: https://www.epa.hu/02100/02137/00010/pdf/EPA02137_ISSN_1219-543X_tomus_11_fas_3_2006_eng_ger_fra_069-080.pdf