

functioning of abbreviations in business discourse demonstrates that shortened forms are not only a means of compression but also an important element of professional communication, contributing to terminological precision and institutional standardization. Their classification reflects the structural diversity of shortened units, while their use in professional communication confirms their role as means of linguistic economy and standardization. The peculiarities of their translation and adaptation confirm the necessity of considering both linguistic structure and communicative context.

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STRATEGIES FOR TRANSLATING INTERNATIONAL BUSINESS NEWS IN THE CONTEXT OF GLOBALIZATION

In today's global world, translating business news is more important than ever. This translation work is a critical link, connecting international organizations, stakeholders, and local readers. Business news is not just about facts and figures; it is this unique mix of straight information and persuasive language. Translators have to nail more than accuracy. They need to catch the mood and style of the original message to keep it compelling and influential.

M. Shkriblyak and V. Byalyk highlight how publicistic discourse in business does two things at once – it delivers data with precision. It steers the reader through subtle persuasion (Шкрібляк & Бялик, 2020, 70).

When it comes to translating this type of content, two strategies top the list: domestication and foreignization. Domestication is about making the text feel familiar by adapting professional jargon, idioms, and even cultural references. Hence, the audience gets the message without missing a beat. Foreignization goes in the opposite direction, preserving that original flavor. One wants to maintain the style and professional tone so readers sense the global scope and standards behind the news. Deciding which approach to use often comes down to just how charged the original writing is. In linguistics, emotionality is tied to how we show feelings, moods, or the writer's attitude (Ганич & Олійник, 1985, 75).

Business journalism tends to play up emotions in headlines and lead paragraphs. It is right there in the word choices, metaphors like “*bull and bear markets*,” or phrases such as “*hostile takeovers*”, not to mention puns and idioms. These language tricks are sure to catch attention, but can give translators a real headache. The point of this expressiveness is not just to decorate the text, it is to spotlight the key message, shaped by the rich emotional undertone (Чабаненко, 2002, 6). So translators have to find just the right equivalent. It is a balance – do not break business etiquette, but do not flatten the original's energy either.

Modern translation studies see emotional language as more than just a way to show what the author feels. It is actually a tool to provoke an emotional reaction in readers. A. Zhahnitko puts it plainly “Emotional language is not just about showing how the speaker feels, but about stirring real emotion in others too” (Жагнітко, 2012, 127). In business news, that shows up in every register, from the formal feel of corporate press releases to the biting humor in opinion columns. Translators need to work creatively, sometimes using slang or unique phrasing to match market buzz. It is not just about

swapping words. Sometimes, it takes modulation or transcreation to get the same punch across.

There is another twist, too. Business writing likes to speak straight to the reader, throw in clever references, or drop quotes. Take headlines built on puns or cultural allusions. Normally, direct translation falls flat. The translator has to rebuild the image for a different culture, especially considering their political context. It is what makes translators real cultural mediators. They juggle the need for logical, objective reporting and the urge to connect emotionally with the audience (Шкрібляк & Бялик, 2020, 73).

Expressiveness in business news is not just for show. There is a real purpose. The financial media landscape is crowded and noisy. Expressive language helps a news piece cut through the clutter, create a unique image, and hit a style that really lands with the target audience (Чабаненко, 2002, 15). Translators are not only shifting words from one language to another. They are carrying over the spirit, intention, and mood behind those words.

So, translating international business news? It is this tricky mix of being super precise about terminology and also being open and creative with style. One should know the rules of publicistic style, how it works, how it influences, and why documentation matters. The better we understand and develop these translation strategies, especially around emotional language, the more we will improve cross-cultural communication in today's global business world.

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