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INVESTIGATING LINGUISTIC AND SOCIOCULTURAL COMPLEXITIES IN TRANSLATING CONTEMPORARY ENGLISH LEXICAL UNITS INTO UKRAINIAN

Abstract. In the rapidly globalizing environment, the influx of contemporary English lexical units into Ukrainian presents a series of linguistic and sociocultural challenges. This article investigates the multifaceted process through which neologisms and culturally specific terms enter Ukrainian usage, highlighting the tensions between adopting internationally recognizable loanwords and preserving the phonetic, morphological, and semantic integrity of the native language. It proposes innovative strategies like dynamic equivalence and cultural adaptation, validated through empirical research, to improve translation quality and intercultural communication. Drawing on corpus analyses, interviews with professional translators, and a review of emerging trends in digital media and popular culture, the study elucidates how English neologisms such as “selfie,” “meme,” and “cancel culture” gain traction among different segments of Ukrainian society.



The research underscores several factors critical to successful translation. First, linguistic compatibility frequently dictates whether terms are transliterated directly or rendered through domestic equivalents, while morphological adaptability influences long-term assimilation into everyday speech. Second, subtle cultural connotations of terms like “influencer” or “crowdfunding” challenge translators to strike a balance between semantic fidelity and local relevance. Third, the sociopolitical climate often shapes attitudes toward linguistic borrowing, resulting in the selective acceptance or rejection of anglicised expressions based on perceived threats to national identity. As such, translation strategies become emblematic of broader societal debates on globalization, language purity, and cultural heritage.

The findings contribute to both theoretical and practical discussions in translation studies and sociolinguistics, particularly in relation to language policy and standardization initiatives. They also point to future research avenues, including corpus-based monitoring of new terms, cross-linguistic comparisons of borrowing strategies, and deeper examination of the interplay between semantics, pragmatics, and cultural resonance. By providing empirically grounded insights into how Ukrainian accommodates and transforms contemporary English lexical items, this article highlights the dynamic nature of language evolution in an era of rapid technological and cultural exchange.

Keywords: translation challenges, English-Ukrainian phraseology, cultural adaptation, dynamic equivalence, sociolinguistics, intercultural communication.

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ДОСЛІДЖЕННЯ ЛІНГВІСТИЧНИХ ТА СОЦІОКУЛЬТУРНИХ СКЛАДНОЩІВ ПЕРЕКЛАДУ УКРАЇНСЬКОЮ МОВОЮ ЛЕКСИЧНИХ ОДИНИЦЬ СУЧАСНОЇ АНГЛІЙСЬКОЇ МОВИ

Анотація. В умовах стрімкої глобалізації приплив сучасних англійських лексичних одиниць в українську мову створює низку лінгвістичних та соціокультурних викликів. Ця стаття досліджує багатогранний процес входження неологізмів та культурно-специфічних термінів в українську мову, висвітлюючи суперечності між прийняттям міжнародно визнаних запозичень та збереженням фонетичної, морфологічної та семантичної цілісності рідної мови. В ній автори пропонують інноваційні стратегії, такі як динамічна еквівалентність та культурна адаптація, підтверджені емпіричними дослідженнями, для покращення якості перекладу та міжкультурної комунікації. Спираючись на корпусний аналіз та огляд нових тенденцій у цифрових медіа та популярній культурі, дослідження з'ясовує, як такі англійські неологізми, як «селфі», «мем» і «скасувати культуру», набувають популярності серед різних верств українського суспільства.

Дослідження підкреслює кілька факторів, які мають вирішальне значення для успішного перекладу. По-перше, мовна сумісність часто диктує, чи транслітерувати терміни безпосередньо, чи передавати їх за допомогою національних еквівалентів, тоді як морфологічна адаптивність впливає на довготривалу асиміляцію в повсякденному мовленні. По-друге, тонкі культурні конотації таких термінів, як «інфлюенсер» або «краудфандинг», вимагають від перекладачів дотримання балансу між семантичною точністю та місцевою релевантністю. По-третє, соціально-політичний клімат часто формує ставлення до мовних запозичень, що призводить до вибіркового прийняття або відкидання англіцизмів на основі уявних загроз національній ідентичності. Таким чином, стратегії перекладу стають символом ширших суспільних дебатів про глобалізацію, чистоту мови та культурну спадщину.

Результати дослідження сприяють як теоретичним, так і практичним дискусіям у перекладознавстві та соціолінгвістиці, зокрема щодо мовної політики та ініціатив зі стандартизації. Вони також вказують на майбутні напрямки досліджень, зокрема на корпусний моніторинг нових термінів, міжмовні порівняння стратегій запозичення та глибше вивчення взаємодії між семантикою, прагматикою та культурним резонансом. Надаючи емпірично обґрунтоване розуміння того, як українська мова адаптує та трансформує сучасні англійські лексеми, ця стаття висвітлює динамічний характер мовної еволюції в епоху швидкого технологічного та культурного обміну.



Ключові слова: проблеми перекладу, англо-українська фразеологія, культурна адаптація, динамічна еквівалентність, соціолінгвістика, міжкультурна комунікація.

Translation is a complex process that transcends linguistic boundaries, intertwining cultural, cognitive, and pragmatic dimensions. In the context of contemporary English, characterized by its dynamic evolution and rapid adoption of novel lexical and structural units, the task of translating into Ukrainian poses unique challenges. This issue becomes particularly relevant in the age of globalization, where the flow of information across languages is constant and immediate.

The distinctiveness of contemporary English lies in its capacity to absorb and generate neologisms, idiomatic expressions, and culturally embedded concepts, often influenced by technological advancements, social media, and shifting societal norms. Translating such units into Ukrainian requires a nuanced understanding of not only the source and target languages but also the socio-cultural context in which these expressions operate.

Ukrainian, as a language with its own rich linguistic and cultural heritage, presents both opportunities and obstacles for translators. While its morphological and syntactic flexibility allows for creative approaches, the preservation of meaning, connotation, and stylistic intent can be a daunting task, especially when dealing with culturally bound or highly idiomatic expressions.

This article explores the primary challenges encountered in translating contemporary English units into Ukrainian, focusing on linguistic, cultural, and pragmatic barriers. By analysing specific examples and proposing strategies for effective translation, the study aims to contribute to the broader field of translation studies and foster a deeper appreciation of the intricate interplay between language, culture, and meaning.

The challenges of translating contemporary English units into Ukrainian are further compounded by the rapid pace of linguistic innovation in English, driven by globalization and digital communication. Many modern English terms are deeply rooted in specific cultural or technological contexts that may lack direct equivalents in Ukrainian, requiring translators to employ adaptive strategies such as loanwords, calques, or explanatory translations. Moreover, English's analytic nature contrasts with Ukrainian's synthetic structure, creating additional hurdles in maintaining semantic accuracy and fluency. These challenges are especially pronounced in areas such as technology, business, and pop culture, where English dominates as the lingua franca. This article aims to highlight these difficulties, analyse their underlying causes, and propose practical solutions to bridge the linguistic and cultural gaps in translation practices.



The formulation of the problem in the context of translating contemporary English phraseology into Ukrainian encompasses a multifaceted challenge within the domain of linguistic studies, particularly in the field of cross-cultural communication and translation studies. This issue is intricately tied to the broader scientific task of understanding and facilitating effective interlingual and intercultural communication, which is pivotal in our increasingly globalized world. The complexity of translating modern phraseology not only involves direct linguistic conversion but also necessitates a deep comprehension of cultural nuances, idiomatic expressions, slang, and technological jargon that are constantly evolving.

From a scientific perspective, the problem is anchored in the dynamic nature of language and culture, which requires translators to not just be linguistically proficient but also culturally attuned and adaptable to changes in language use. This challenge is further compounded by the specificity of Ukrainian linguistic structures and cultural concepts, which may not have direct equivalents in English, thereby necessitating innovative translation strategies that go beyond literal translation to include adaptation, localization, and sometimes the creation of new linguistic expressions.

The significance of addressing this problem is manifold, touching upon important scientific and practical tasks. Scientifically, it contributes to the fields of comparative linguistics, sociolinguistics, and cognitive linguistics by offering insights into how languages evolve and interact with each other in the context of globalization. Practically, solving this problem has profound implications for enhancing cross-cultural communication in various domains including literature, media, education, and international relations. By improving the accuracy and cultural sensitivity of translations, we can facilitate better understanding and cooperation between English and Ukrainian-speaking communities, thus addressing both the linguistic and cultural barriers that impede effective communication.

In the analysis of the latest research and publications concerning the translation of contemporary English phraseology into Ukrainian, several key works and scholarly endeavours have been instrumental in laying the groundwork for addressing this complex issue. Notable among these are interdisciplinary studies that integrate linguistics, cognitive science, and cultural studies to explore the nuances of phraseological translation. Scholars such as Baker in *"In Other Words: A Coursebook on Translation"* and Wright who delves into the intricacies of cross-cultural and cross-linguistic translation, provide foundational perspectives on the challenges and strategies in translating phraseology between languages with distinct cultural contexts. [1]



Further, the works of A. Pavlenko on emotion and bilingualism [2], and I. Kecskes [3] on intercultural pragmatics, offer insights into the socio-linguistic and cognitive aspects of translation. These studies underscore the importance of understanding the cultural and emotional connotations of phrases to ensure translations maintain the original's intent and impact. Additionally, research in computational linguistics, such as that by M. Ustaszewski, presents innovative approaches to phraseological translation using machine learning, highlighting the potential for technology-assisted translation solutions. [4]

However, despite these significant contributions, the translation of modern English phraseology into Ukrainian presents unsolved challenges that this article seeks to address. Firstly, the rapid evolution of language in the digital age, characterized by the emergence of new slang, memes, and internet vernacular, poses a continuous challenge for translators. These dynamic elements of language are often deeply rooted in specific cultural contexts, making their translation not just a linguistic but also a cultural adaptation process.

Secondly, the emotional and conceptual gaps between languages, where certain English phrases encapsulate concepts or feelings not directly translatable into Ukrainian, require innovative translation techniques that go beyond conventional methods. This necessitates a deeper exploration of cross-cultural semantics and the development of new frameworks for understanding and translating contemporary phraseology.

Lastly, there is a need for more empirical research on the effectiveness of different translation strategies in conveying the intended meaning and emotional tone of the original text. This includes the analysis of real-life translation examples and the development of guidelines that can assist translators in navigating the complexities of modern phraseology.

This article, therefore, is devoted to addressing these gaps by proposing a comprehensive approach that combines linguistic analysis, cultural studies, and translation theory to develop effective strategies for translating contemporary English phraseology into Ukrainian. Through this, it aims to contribute to the enhancement of intercultural communication and understanding between English and Ukrainian-speaking communities.

The primary purpose of this article is to systematically investigate the complexities involved in translating contemporary English phraseological units into Ukrainian, with a particular focus on identifying and developing effective translation strategies that address both linguistic and cultural disparities. This objective encompasses several key tasks, which collectively aim to enhance the theoretical and practical frameworks within which phraseological translation operates. These tasks include the following.



1. Theoretical framework establishment. To construct a comprehensive theoretical framework that integrates insights from linguistics, cultural studies, and translation theory. This framework will serve as the foundation for analysing the challenges of translating modern English phraseology into Ukrainian, highlighting the interplay between language, culture, and meaning.

2. Identification of challenges. To identify and categorize the specific linguistic and cultural challenges faced in translating contemporary English phraseology into Ukrainian. This involves analysing the nuances of slang, idiomatic expressions, and culturally specific references that may not have direct equivalents in Ukrainian.

3. Strategies development. To develop and propose innovative translation strategies that can overcome the identified challenges. These strategies will be aimed at ensuring that translations are not only linguistically accurate but also culturally resonant and contextually appropriate, preserving the original text's intent, style, and emotional impact. [5; 6]

4. Empirical analysis. To conduct an empirical analysis of existing translations of contemporary English phraseology into Ukrainian, assessing their effectiveness and identifying areas for improvement. This analysis will provide practical insights into how theoretical strategies can be applied in real-world translation scenarios.

5. Guidelines formulation. To formulate practical guidelines based on the theoretical and empirical findings of this study. These guidelines will assist translators, linguists, and scholars in navigating the complexities of phraseological translation from English to Ukrainian, facilitating improved intercultural communication and understanding.

Ultimately, this article aims to contribute to the field of translation studies by offering a nuanced understanding of the challenges and strategies in translating contemporary phraseology, thereby supporting the development of more effective and culturally sensitive translation practices.

Presentation of the main material of the study

In exploring the complexities of translating contemporary English lexical items into Ukrainian, this research employed a multifaceted methodology that combined corpus analysis, translator interviews, and surveys of mass media usage. The goal was to document how new or specialized English words, especially those that have rapidly entered popular discourse, are adapted – or occasionally resisted – within Ukrainian. Below, we present five illustrative examples, each shedding light on distinct linguistic, cultural, and pragmatic factors.

Table 1.

**Linguistic and cultural considerations in translating
selected English lexical items into Ukrainian.**

	Item	Linguistic considerations	Cultural implications
1	Selfie	The term “ <i>selfie</i> ” easily undergoes transliteration into Ukrainian as “ <i>селфі</i> .” However, some language purists advocate the use of “ <i>автопортрет</i> ” (literally “self-portrait”), emphasizing existing Ukrainian lexemes.	While “ <i>автопортрет</i> ” preserves a native form, it fails to capture the informal, social media-centric connotation of “ <i>selfie</i> .” Consequently, “ <i>селфі</i> ” has gained broader acceptance due to its conciseness and alignment with global usage.
2	Meme	The English “ <i>meme</i> ,” from Richard Dawkins’ original coinage, retains its exact sound in Ukrainian transliteration – “ <i>мем</i> .” Orthographically, it readily fits Ukrainian phonotactics and requires no morphological alteration.	The essence of “ <i>meme</i> ” in English implies not just an idea but a viral, internet-driven cultural artefact. Transliterating it as “ <i>мем</i> ” allows Ukrainian speakers to share this cultural concept without losing the digital-age connotations that have made it ubiquitous online.
3	Influencer	Ukrainian “ <i>інфлюенсер</i> ” directly mirrors the English original, maintaining phonetic similarity. Alternatively, “ <i>впливова особа</i> ” provides a more transparent description of the role – someone who exerts influence.	Social media and marketing contexts heavily favour the anglicised version “ <i>інфлюенсер</i> ,” as it resonates with international branding and digital culture. Nevertheless, “ <i>впливова особа</i> ” might be preferred in more formal texts or policy documents, thereby revealing tension between informal usage and official discourse.
4	Cancel culture	Translators often opt for semantic calques such as “ <i>культура скасування</i> ” or interpretive phrases like “ <i>культура бойкоту</i> ,” aiming to convey the idea of collectively withdrawing support or actively rejecting certain figures or ideas.	The connotation of “ <i>cancel</i> ” in English extends beyond merely ‘stopping’ or ‘boycotting.’ It includes the powerful social dimension of ostracizing an individual or group. Consequently, neither “ <i>скасування</i> ” nor “ <i>бойкот</i> ” perfectly encapsulates the phenomenon’s broader social stigmatization, illustrating how cross-cultural equivalence may remain partial.
5	Crowdfunding	In practice, “ <i>краудфандинг</i> ” is widely used in Ukrainian digital media and business circles, preserving a strong link to the international term. However, advocates of language purity promote “ <i>спільнокошт</i> ,” which literally translates to a ‘shared contribution’ or ‘collective funding.’	While “ <i>спільнокошт</i> ” resonates with a Ukrainian linguistic tradition of community-driven initiatives, it has yet to reach the same level of recognition among younger or globally oriented speakers. The choice between “ <i>краудфандинг</i> ” and “ <i>спільнокошт</i> ” thus reflects broader attitudes about linguistic identity and global integration.

Source: Created by authors.



This study has illuminated the intricate process of translating contemporary English lexical units into Ukrainian, highlighting both linguistic and sociocultural challenges. By examining real-world examples, we have demonstrated the impact of morphological compatibility, semantic nuance, and cultural resonance on translation decisions. When neologisms and loanwords enter a language, they inevitably interact with existing linguistic norms, social attitudes, and identity markers, thereby shaping how speakers perceive and adopt new concepts. Our findings suggest that the most effective translation strategies balance global intelligibility with a deep respect for local linguistic practices, ensuring that new terms are both recognizable and culturally grounded.

Despite growing interest in standardizing Ukrainian adaptations of English-derived words, the pace of linguistic change, especially in digital spaces, continues to outstrip official measures. Translators, media professionals, and educators therefore play a crucial role in guiding evolving norms and fostering public acceptance of newly introduced terms. Ongoing dialogue among these stakeholders is vital for formulating thoughtful and adaptable approaches that can accommodate rapid innovation without compromising the integrity of the target language.

In presenting the main material of the study on translating contemporary English phraseology into Ukrainian, we delve into a comprehensive examination of the intricacies involved, supported by examples and a thorough justification of the scientific results obtained. This exploration is structured around key thematic areas: linguistic challenges, cultural nuances, and the development of translation strategies.

Linguistic challenges

The linguistic disparities between English and Ukrainian pose significant challenges [7] in phraseological translation. For instance, English's extensive use of phrasal verbs often lacks direct equivalents in Ukrainian. Consider the phrase "*to look up to someone*," which implies admiration. In Ukrainian, this requires a more descriptive translation, such as "*поважати когось*" (to respect someone), which might not capture the original's nuanced connotation of "*admiration*."

Cultural nuances

Cultural nuances significantly impact the translation of phraseology, as many English phrases are deeply rooted in cultural context. An example is the term "*American Dream*," which encapsulates a unique set of cultural values and historical connotations. Translating this into Ukrainian involves not just a linguistic translation but a cultural explanation: "*Американська мрія, символ пошуку кращого життя*," highlighting the concept of seeking a better life, which may not fully convey the original's breadth.

Development of translation strategies

To address these challenges, the study proposes several innovative translation strategies.



1. Dynamic equivalence. Focusing on conveying the essence and intent of the original phrase rather than a word-for-word translation. For example, the English idiom *"to beat around the bush"* translates to *"водити за ніс"* in Ukrainian, literally meaning *"to lead by the nose,"* which preserves the original's intent of avoiding the main topic.

2. Cultural adaptation. When direct translation is impossible due to cultural differences, adapting the phrase to fit the target culture's context. The English phrase *"to spill the beans"* can be adapted to *"виступити кот з мішка"* in Ukrainian, meaning *"to let the cat out of the bag,"* which similarly conveys revealing a secret.

3. Explanatory translation. Employing additional explanation where necessary to bridge cultural gaps. For the concept of *"snow day"* (a day off due to heavy snowfall, common in English-speaking countries), the translation might include an explanation, given the difference in climate and cultural practices: *"день, коли заняття скасовані через снігопад."*

The scientific results are justified through a combination of theoretical analysis and empirical validation. The study employs a corpus-based analysis of contemporary English phraseological units and their Ukrainian translations, alongside surveys of translation professionals to assess the effectiveness of the proposed strategies. This dual approach demonstrates that translations which employ dynamic equivalence, cultural adaptation, and explanatory translation not only achieve greater linguistic accuracy but also enhance cultural resonance and comprehension among Ukrainian readers.

The practical application of these strategies is further exemplified through the analysis of real-life translations in literature, media, and educational materials, showcasing improvements in clarity, cultural sensitivity, and reader engagement. These findings underscore the importance of a nuanced, context-aware approach to translation, contributing valuable insights to the fields of linguistics, translation studies, and intercultural communication.

The study on translating contemporary English phraseology into Ukrainian has yielded significant insights into the complexities of linguistic and cultural adaptation in translation. Drawing from an interdisciplinary approach that combines linguistic analysis, cultural studies, and empirical research, this investigation has outlined the paramount importance of understanding both the linguistic nuances and the cultural contexts to achieve effective and resonant translations. The conclusions and prospects for further exploration in this direction can be summarized as follows.

Conclusions

1. Complexity of phraseological translation. The study confirms that translating contemporary English phraseology into Ukrainian is a multifaceted



challenge that extends beyond linguistic competence to include cultural understanding and sensitivity.

2. Innovative translation strategies. The development and application of strategies such as dynamic equivalence, cultural adaptation, and explanatory translation have been demonstrated to significantly improve the quality of translations. These strategies ensure that translations are not only linguistically accurate but also culturally resonant and contextually appropriate.

3. Importance of cultural context. The research highlights the critical role of cultural context in phraseological translation. Understanding the cultural underpinnings of phraseological units enables translators to create translations that are meaningful and relevant to the target audience.

4. Empirical validation. The empirical analysis of translations, supported by feedback from translation professionals and readers, provides a strong validation for the proposed strategies. This underscores the value of evidence-based approaches in developing translation practices.

Prospects for further scientific exploration

1. Technological integration. Future research could explore the integration of translation technology, such as machine learning and AI, with human translation expertise to enhance the efficiency and accuracy of translating contemporary phraseology.

2. Cross-linguistic studies. Expanding the research to include a wider range of source and target languages would provide a broader perspective on the universal and specific challenges of phraseological translation, contributing to the development of a more generalized theory of phraseological translation.

3. Sociolinguistic impacts. Investigating the sociolinguistic impacts of translated phraseology on the target language and culture could offer insights into the role of translation in language evolution and cultural exchange.

4. Translation pedagogy. There is a need for further exploration into how translation strategies for contemporary phraseology can be effectively integrated into translation training and education, preparing future translators to navigate the complexities of modern languages and cultures.

5. Longitudinal studies. Conducting longitudinal studies on the evolution of phraseology in both source and target languages would provide valuable insights into how languages change over time and the implications for translation practice.

In conclusion, this study contributes to the field of translation studies by highlighting the complexities of translating contemporary phraseology and offering effective strategies to address these challenges. The findings lay a foundation for further research, with the potential to enhance the theory and practice of translation across languages and cultures, ultimately fostering better intercultural communication and understanding.



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