

проблем, але інформаційні втрати, які є невиправданими, негативно характеризують текст перекладу.

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### THE IMPACT OF SOCIAL MEDIA ON THE EVOLUTION OF TRANSLATION PRACTICE

*The rapid expansion of social media has significantly influenced various aspects of modern communication, including the field of translation. This paper explores how social media platforms have reshaped translation practices by introducing new challenges and opportunities. Key areas of focus include the rise of machine translation, the growing demand for real-time translation and the transformation of linguistic norms within digital discourse. The study highlights the necessity for translators to adapt to these changes while maintaining accuracy and cultural sensitivity.*

**Key words:** *Social media, translation practice, machine translation, real-time translation, linguistic norms, digital discourse, cultural sensitivity, communication, technological advancements.*

In today's globalized world, social media plays a key role in intercultural communication, driving significant changes in translation practice. The dynamic spread of digital content, the advancement of machine translation technologies and the growing demand for rapid cross-linguistic information exchange necessitate a reevaluation of traditional translation approaches.

Social media creates new types of discourse characterized by high interactivity, multimodality and the use of slang, memes and abbreviations, which complicates the accurate rendition of meaning in another language. Moreover, the increasing accessibility of automated translation tools lowers the entry threshold for the profession while simultaneously raising the standards for translators in terms of post-editing and linguistic adaptation of texts.

The **purpose** of this study is to explore the impact of social media on the evolution of translation practices, focusing on changes in methods, strategies and tools used by professionals and to identify new challenges and opportunities for the development of translation in the digital communication era.

The analysis of recent research in the field of the impact of social media on translation practices shows that the rapid development of digital technologies is significantly changing approaches to translation. In the digital age, social media platforms such as Facebook, Twitter, Instagram, and TikTok have become primary channels for global communication [5]. These platforms facilitate cross-linguistic interactions, creating a growing need for efficient translation solutions. Unlike traditional translation, which prioritizes accuracy and fidelity, social media translation often demands speed, adaptability and engagement with informal and dynamic language structures.

One of the most profound effects of social media on translation is the increased reliance on *machine translation* (MT) and *artificial intelligence* (AI)-based tools. Services such as Google Translate, DeepL and Meta’s AI-driven translation systems enable real-time multilingual communication [4, p. 80]. While these tools have improved accessibility, they still struggle with nuances, idiomatic expressions and cultural references. As a result, human translators are often required for post-editing and refining automated translations to ensure contextual appropriateness.

Social media content is often ephemeral and rapidly consumed, necessitating *quick and efficient translation solutions*. Live-streaming, comment sections and viral trends require translators to work under tight time constraints while maintaining linguistic coherence [2, p. 128]. This has led to the emergence of community-driven translation efforts, where bilingual users contribute to translation processes and crowdsourcing models enhance linguistic diversity. However, this rapid turnaround can sometimes compromise translation quality, emphasizing the need for professional oversight.

Social media fosters the development of *new linguistic trends, including slang, emojis, memes and internet-specific jargon* [1]. These elements pose challenges for translators, as direct translation often fails to convey the intended meaning. Translators must navigate the fluid nature of online discourse, adapting messages to suit target audiences while preserving humor, tone and cultural significance. The concept of “transcreation” has gained prominence in this context, as it allows translators to recreate content creatively rather than merely translating it verbatim.

Despite its benefits, the integration of social media into translation practice presents the following **challenges**.

**Lack of standardization.** Social media lacks uniform linguistic norms, making translation inconsistent across platforms. Unlike formal translation, social media language evolves quickly, incorporating slang, dialects, and neologisms. For example, *BFF* may be translated differently depending on the region, with Spanish speakers using *mejores amigos* or keeping *BFF* in certain contexts. This inconsistency complicates establishing

best practices. Additionally, platform-specific limitations, such as character limits and emojis, create further challenges. Emojis, for instance, have different meanings across cultures, like the *thumbs-up emoji*, which can be seen as positive in Western cultures but offensive in some Middle Eastern ones. To address these challenges, translators should collaborate on platform-specific guidelines to maintain consistency across digital platforms.

**Privacy and ethical concerns.** Translators working with social media content must address issues related to user data privacy and ethical considerations. Social media platforms often collect and share user-generated content, raising concerns about consent and data protection. Translators must ensure compliance with confidentiality agreements and ethical guidelines, particularly when dealing with private messages, comments or posts. For example, if a public figure shares personal health or family details, the translator must respect privacy and avoid disclosing more than what was intended. Similarly, translating user-generated content that includes hate speech or offensive comments can present ethical dilemmas, as content may be legally permissible in some countries but could raise concerns when shared globally. Translators should receive specialized training in data privacy and ethics to handle such content responsibly, implement strict confidentiality agreements and adhere to ethical principles to mitigate privacy risks.

**Overreliance on automation.** While machine translation accelerates the process, it often produces errors that require human intervention, increasing the workload. Automated systems, though useful for basic comprehension, struggle with idiomatic expressions, humor and cultural references. The growing reliance on AI-driven translation tools reduces the perceived value of professional translators, leading to lower pay rates and fewer job opportunities. However, human translators remain essential for quality assurance, error correction and adapting content for specific audiences. For example, a social media campaign for a brand might rely on machine translation for various languages, but idiomatic phrases or brand slogans may lose their impact. A slogan like *Have it your way* from Burger King could be translated literally but may fail to carry the

same marketing punch in another language, requiring a human translator to adapt it for the local audience. Similarly, machine translations struggle with humor, such as a tweet from a comedian containing sarcasm or wordplay that an AI system may misinterpret. In such cases, human translators must intervene to preserve the humor, tone and intent of the content, ensuring it remains engaging and culturally relevant. While machine translation is an efficient tool, it should be complemented by human intervention for post-editing, quality control and refinement to ensure accuracy and cultural sensitivity.

**Cultural sensitivity.** Ensuring that translated content remains culturally appropriate in a fast-paced digital environment is a persistent challenge. Social media enables immediate global interaction, meaning that mistranslations or culturally insensitive content can quickly go viral, leading to backlash. Translators must strike a balance between linguistic accuracy and cultural sensitivity, adapting messages to resonate with the target audience while avoiding potentially offensive or controversial interpretations. Additionally, localizing humor, idioms and cultural references adds complexity to the translation process, requiring extensive cultural knowledge. For instance, the phrase *That's so gay* in English, used to describe something perceived as uncool or strange, can carry negative or offensive connotations when translated directly into other languages. Translators must grasp the tone and intent behind such slang and ensure the translation is culturally appropriate, avoiding stereotypes or offense. To address this, training programs should emphasize cultural competence, ensuring translators understand the linguistic and cultural nuances of the target audience. Collaboration with native speakers and cultural consultants can also help translators produce more authentic and appropriate translations.

The influence of social media on translation practice is undeniable, bringing both innovations and obstacles. The shift towards real-time communication, the proliferation of machine translation and the evolution of digital language have reshaped the role of translators. While technology provides valuable tools, human expertise remains crucial for ensuring accuracy, cultural relevance and linguistic integrity. As social media

continues to evolve, translation practices must adapt accordingly, balancing efficiency with quality to meet the demands of a dynamic, interconnected world.

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### ІНТЕРПРЕТАЦІЯ НЕВЕРБАЛЬНИХ ЕЛЕМЕНТІВ У ДІЛОВОМУ СПІЛКУВАННІ ТА ЇХ ВІДТВОРЕННЯ В ПИСЬМОВОМУ ПЕРЕКЛАДІ

*The paper explores the role of non-verbal elements in written business communication and the challenges they pose in the context of intercultural translation. Based on theoretical analysis and examples from English and Ukrainian business texts,*