

ПЛАТФОРМА 2.

ПЕРЕКЛАД У КОМУНІКАТИВНОМУ ПРОСТОРИ: МІЖКУЛЬТУРНА КОМУНІКАЦІЯ, ПРОФЕСІЙНІ СТРАТЕГІЇ ТА НОВІТНІ ВИКЛИКИ ПЕРЕКЛАДАЦЬКОЇ ДІЯЛЬНОСТІ

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THE IMPACT OF TRANSLATING MOTIVATIONAL AND INSPIRATIONAL MESSAGES ON THE EFFECTIVENESS OF TEAM COMMUNICATION

In the current context of globalization and the development of international business, English serves as the primary means of professional communication between representatives of different cultures. A special role in this process is played by translation, which ensures effective mutual understanding among participants in business interaction. At the same time, translation is not merely a mechanical transfer

of content, as it also involves reproducing the emotional tone, stylistic features, and pragmatic impact of the message.

The relevance of this study is driven by the growing role of motivational and inspirational messages in the corporate environment. Such messages are actively used in internal company communication to enhance team performance, foster a positive atmosphere, and support employees. However, during the translation of such texts, their emotional coloring may be transformed, affecting how the message is perceived by the addressee and, consequently, the effectiveness of communication (Mosiienko, 2024, 214-216, 218).

The research problem lies in the fact that the translation of motivational messages can alter their emotional tone, level of expressiveness, and pragmatic effect. This, in turn, influences employee motivation, their attitude toward management, and the overall team atmosphere. Furthermore, psychological factors, particularly the translator's emotional intelligence, can also affect the quality of conveying content and emotions in translation (Qiu, 2023, 1-3).

The aim of this study is to investigate the impact of translating motivational and inspirational messages on the effectiveness of team communication. To achieve this aim, the study examines the features of motivational messages in business communication, analyzes the specifics of translating emotionally charged texts, and identifies the main difficulties and strategies for translating such messages.

In contemporary business communication, motivational and inspirational messages play an important role as they help influence employees and improve team interaction. Such messages not only serve an informational function but also contribute to employee support, stimulate their activity, increase engagement levels, and create a positive atmosphere within the team. They are typically delivered in the form of emails, internal messages, management addresses, or corporate materials.

Motivational messages are characterized by the use of emotionally charged vocabulary, a positive tone, and a clear focus on the addressee. As noted in research on the translation of emotive vocabulary, the emotional component of a text plays a crucial

role in achieving a communicative effect, as it ensures an impact on the recipient and shapes their attitude toward the message (Mosiienko, 2024, 214-216). At the same time, such messages have a distinct communicative orientation, as they aim to establish effective contact between communication participants, maintain mutual understanding, and strengthen team interaction. In this context, motivational messages can be seen as a component of communicative motivation, influencing the behavior and activity of communication participants (Ivashkevych, 2023, 64-66, 69-70, 78-79, 84).

English plays a leading role in contemporary international business communication, serving as a universal means of communication between representatives of different cultures. One of its key features is a focus on efficiency, clarity, and at the same time, a friendly tone. This is reflected in the use of simple and clear linguistic structures, the avoidance of excessive complexity, and the aim to quickly achieve a communicative goal. At the same time, English-language business communication combines formality with elements of an informal style: in the modern corporate environment, polite yet friendly formulations are often used to create a positive atmosphere and establish effective interaction among employees. This approach involves the active use of positively charged vocabulary, words of support and encouragement, which is particularly characteristic of motivational messages (Mosiienko, 2024, 214-215, 218).

The cultural aspect of English-language communication also plays a special role. It is characterized by an orientation toward politeness, tolerance, and respect for the interlocutor, manifested through the use of indirect formulations, softened expressions, and structures aimed at avoiding conflicts. In this regard, the translation of English-language business messages requires consideration not only of linguistic but also cultural features to ensure adequate reception of the message in another linguistic environment.

Translating emotionally charged texts is one of the most challenging aspects of translation practice, as it involves conveying not only the content but also the emotional

impact of the message on the addressee. Unlike neutral texts, in such messages, tone, style, and pragmatic orientation play an important role in shaping the overall perception of information. Therefore, the translator must consider not only the meaning of words but also their emotional and stylistic effect.

An important aspect of translating emotionally charged texts is the influence of psychological factors, particularly the translator's ability to perceive and reproduce emotions appropriately. Contemporary research increasingly focuses on the role of the translator's emotional intelligence—that is, their ability to recognize the emotional state of a text and convey it by means of another language. Specifically, it has been found that translators with higher levels of emotional intelligence demonstrate better results in reproducing the pragmatic effect of a text, as they more accurately convey the tone, intention, and emotional coloring of the message (Qiu, 2023, 2-5).

This is especially important in the context of translating motivational messages in business communication, where the main goal is not simply to inform but to influence the emotional state of the addressee, their motivation, and engagement with work. In such cases, the translator effectively acts not only as a linguistic mediator but also as an interpreter of emotional content, who must adapt the message so that it retains its inspiring and supportive function. Thus, the quality of translation directly depends not only on language skills but also on the translator's ability to perceive and convey the emotional impact of the text.

One of the key difficulties in translating motivational messages is preserving their tone and emotional coloring. English-language business communication makes extensive use of friendly, supportive, and encouraging formulations that create a positive mood and facilitate effective team interaction. However, when translated literally into Ukrainian, such expressions may lose their naturalness or sound overly formal. As a result, the message may lose its motivational function or be perceived as less emotionally charged. This is why translators often need to employ lexical and stylistic transformations to preserve not only the content but also the emotional impact of the message (Mosiienko, 2024, 214, 216, 218).

Special attention should be paid to the influence of psychological factors, particularly anxiety, on the translation process. Current research shows that elevated levels of anxiety can negatively affect both the speed and quality of translation. Specifically, translators experiencing high levels of tension make more mistakes, tend toward literal translation, and are less effective at conveying the emotional content of a text. At the same time, a moderate level of focus may improve concentration, but excessive anxiety complicates the decision-making process in translation and reduces overall productivity (Qiu, 2023, 1-2, 5-8).

Conclusions. The study has established that the translation of motivational and inspirational messages plays an important role in ensuring effective team communication. It has been determined that such messages have not only an informational but also a pronounced emotional and pragmatic character, which necessitates preserving their tone, style, and communicative impact in the translation process. It has been demonstrated that the main difficulties of translation include conveying emotionally charged vocabulary, preserving the friendly tone of English-language business communication, and the need for cultural adaptation of messages. Furthermore, it has been established that psychological factors, particularly the translator's level of anxiety and emotional intelligence, can significantly affect the speed and quality of translation. Therefore, effective translation of motivational messages requires a comprehensive approach that combines linguistic accuracy, stylistic adaptation, and consideration of psychological and cultural aspects. This ensures the preservation of their impact on the addressee and contributes to enhancing the effectiveness of communication within the team.

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