

MODULATION IN IT ADVERTISING: TRANSFORMING SLANG IN ENGLISH-TO-UKRAINIAN TRANSLATION

Khomenko Valeria Oleksandrivna

Student

Boiko Yana Viktorivna

Doctor of Science in Philology, Professor

Head of the Department of Philology and Translation

Kyiv National University of Technologies and Design

In the world of information technology, English dominates as the primary language of communication and marketing. Every day, IT companies create new products, services, and advertising campaigns that reach audiences worldwide. However, English IT advertising texts frequently employ complex specific slang that cannot be easily translated into Ukrainian without losing their intended meaning and persuasive appeal.

Modulation, as a translation strategy, involves shifting the perspective or viewpoint when conveying meaning from one language to another. In IT advertising, modulation proves particularly crucial, since advertisements must not merely convey technical information accurately, but also persuade and captivate readers while creating an attractive presentation of the product to potential consumers.

Terms such as cloud computing, scaling, and slang expressions like startup, MVP, and growth hacking constitute the everyday vocabulary of the English-speaking IT community. Nevertheless, translating these into Ukrainian presents a genuine challenge, as they often lack direct equivalents in the target language. Translators must decide whether to retain the English term, provide an explanation, or rework the expression so it sounds natural in Ukrainian.

The Ukrainian IT industry is experiencing rapid growth, and demand for high-quality advertising translation is steadily increasing. This reality underscores the importance of understanding how modulation helps translators navigate the complexities of rendering English IT texts. This paper examines instances demonstrating how slang expressions undergo transformation during English-to-Ukrainian translation.

Within translation studies, modulation has long been recognized as a vital strategy for transferring meaning across languages. Yet in the context of IT advertising where technical precision, creative marketing, and cultural adaptation converge modulation acquires heightened significance [2].

Current translation scholarship distinguishes two primary pairs of modulation strategies: domestication versus foreignization, and modernization versus historicization [2]. These approaches frequently operate simultaneously, each addressing specific translation challenges when dealing with texts that are temporally and culturally distant from the target audience [1].

Domestication represents a strategy in which the translator adapts the source text to conform with the norms and values of the target audience. The emphasis falls on

helping contemporary readers understand the material, allowing the original author to be "brought closer" to readers [5]. In IT advertising, domestication involves using terminology and expressions natural to the Ukrainian tech community, even when they diverge substantially from the original. For instance, rather than rendering "cloud computing" literally as «комп'ютерні системи в хмарі» a translator might employ the established Ukrainian term «хмарні обчислення» which resonates with local standards and audience expectations.

Foreignization, by contrast, represents a strategy that preserves the original text's linguistic and cultural distinctiveness. Here, readers "move toward" the author. The translator makes minimal alterations to the source text, maintaining its foreign resonance and cultural connotations. Within IT advertising, this approach manifests as the direct adoption of English terms as neologisms, exemplified by expressions such as "growth hacking" (accelerated development through creative marketing solutions), "unicorn" (a startup valued over one billion dollars), and "disruption" (revolutionary market transformation). These terms gradually become embedded in Ukrainian IT discourse.

Modernization, as a strategic approach, concentrates on the contemporary reader. The translator employs current vocabulary and phraseology, ensuring the translation resonates with today's audience. This holds particular importance in IT advertising, where the pace of change proves extraordinarily rapid, and products must continually adapt to contemporary needs and emerging trends [1]. However, modernization carries the risk of sacrificing the historical flavor and stylistic authenticity of the original text.

Historicization (or archaization), conversely, endeavors to preserve the source text's historical coloring and its grounding in a particular era of linguistic development. Within IT contexts, this approach entails preserving specific terminology and stylistic markers that signal particular phases in technological evolution. Such an approach permits readers to trace the unfolding of IT discourse and observe shifts in the industry's foundational concepts [2].

The selection of a translation strategy is determined by the translator's expertise, professional experience, and cultural understanding of both source and target contexts. As a representative of a particular generation and historical moment, the translator inevitably undergoes the influence of temporal factors and linguistic change [2]. This implies that each new retranslation of IT texts will reflect the distinctive characteristics of the period in which it was produced.

Slang and informal expressions constitute a substantial proportion of English IT advertising, embodying the culture of innovation, rapid change, and the informality characterizing the technology sector [1]. Terms including MVP (Minimum Viable Product), disruption, unicorn, and to pivot (to change direction) have become standard vocabulary within startup culture and tech company marketing.

Translating such slang expressions presents particular difficulty, as they mark professional identity and membership within the technology community. When translating, the translator selects among three primary approaches: preserving English slang, offering explanation, or locating a Ukrainian equivalent.

When adopting a domestication approach, the translator seeks Ukrainian equivalents. Yet frequently no such counterparts exist, since the underlying concepts

are novel to Ukrainian culture. The translator then adopts a foreignization strategy, borrowing English slang terms as neologisms. For example, growth hacking increasingly appears in Ukrainian tech media in the adapted form «грос-гакінг», demonstrating how foreign terminology becomes integrated into the phonetic and morphological patterns of Ukrainian [6].

When employing a modulation approach, the translator must acknowledge that slang establishes trust and signals innovation while forming group identity. During translation, these functions can be realized in various ways. Sometimes the translator preserves the English slang, particularly if the term has already gained currency in Ukrainian tech circles [3]. At other times, the translator identifies Ukrainian equivalents that would fulfill the same communicative functions, though they may differ semantically from the original.

Consider a concrete example. The advertising slogan Empower your workflow with our cutting-edge platform, when rendered literally as «Розширте свій робочий процес за допомогою нашої передової платформи», is grammatically correct but fails to capture the motivational tone of the original statement.

Another striking instance concerns the phrase disruptive innovation. A domestication approach proposes translating it as «революційна інновація» or «нова парадигма». A foreignization approach advocates the direct translation of the English term as the neologism «дисруптивна інновація». In modulation, the translator's choice depends on context and audience. The domesticated variant proves more accessible, while the foreignized version appears more specialized, marking membership in the IT community.

The application of modulation in IT advertising translation confronts several interconnected challenges. The rapid evolution of IT terminology means dictionaries frequently lag behind actual industry usage. Translators must continuously monitor emerging terminology and understand how Ukrainian IT professionals adopt novel concepts [1]. Additional complexity arises from audience diversity. Some readers prefer English borrowings and technical terminology aligned with international standards, while others seek Ukrainian-language alternatives to enhance accessibility [4]. A modulation approach must account for these differing expectations and might entail creating separate versions of advertisements targeting different audience segments [2].

When translating IT advertising, slang demand an approach that transcends literal content. Rendering such expressions necessitates understanding both dimensions of the IT industry, the capacity to track developments in Ukrainian IT terminology, and a creative approach preserving the persuasive function of the original. Successful IT advertising translation presupposes deliberate choices about when to preserve English slang (particularly as neologisms), when to identify Ukrainian equivalents, and when to explain concepts. These determinations depend on audience familiarity, professional standards, and communicative objectives. The Ukrainian language actively adapts English IT terminology and slang, with translators playing a pivotal role in this evolution. By employing modulation strategically, they advance Ukrainian IT discourse development while maintaining connections to international standards.

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DEVELOPMENT OF THE EMOTIONAL SPHERE OF PRESCHOOL CHILDREN THROUGH DRAWING

Bliashevska Alla

Ph.D., Associate Professor

Semenchuk Diana

4th year student of speciality Preschool Education

Lutsk Pedagogical Institute, Ukraine

The relevance of studying the emotional sphere of a preschooler is due to the fact that this period is a stage of intensive spiritual and physical birth of a personality. Visual activity at this time does not act as a technical process, but as a way of modeling the surrounding reality and a form of cognition of the world.