не мають вираженої етнічної приналежності, дозволяє читачеві сприймати себе як частину глобальної спільноти [3].

Манга сьогодні не лише літературно-художній жанр, а глобальний візуальний код, що став універсальною мовою сучасного медіапростору. Її естетика виходить за межі сторінок, впливаючи на моду, маркетинг та цифрову комунікацію через меми та стікери. У цифрову епоху манга демонструє, як традиційні художні форми трансформуються, створюючи нові смисли та способи комунікації в полікультурному середовищі.

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СЕКЦІЯ
ЛІНГВО-КУЛЬТУРНІ АСПЕКТИ МІЖКУЛЬТУРНОЇ КОМУНІКАЦІЇ

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TRANSLATION OF ETIQUETTE FORMULAS IN INTERCULTURAL COMMUNICATION: UKRAINIAN AND ENGLISH PERSPECTIVES

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The translation of etiquette formulas has become increasingly important in the context of globalization and intensified intercultural communication. As culturally bound and pragmatically loaded units, these expressions reflect norms of politeness and social interaction, which often lack direct equivalents across languages. Therefore, translating etiquette formulas between Ukrainian and

English requires strategies that ensure both semantic accuracy and functional adequacy, making this issue highly relevant for effective cross-cultural communication.

The aim of this paper is to analyze the translation of etiquette formulas in intercultural communication between Ukrainian and English.

Since language carries cultural meaning, transferring it from one language to another requires interpreting both linguistic forms and their contextual implications [1, p. 60–62]. Politeness expressions, shaped by social habits, play a crucial role in interpersonal communication and significantly influence how individuals interact in everyday contexts. These set expressions serve not only to convey information but also to establish interpersonal connection. As their primary function maintain the flow of interaction, such expressions rely heavily on shared understanding between participants. Greetings, expressions of gratitude, apologies, and polite requests follow familiar patterns that people expect in communication. These routines shift noticeably across cultures, shaped by unspoken rules. What feels natural in one setting may seem odd in another. Communication stays smooth when participants follow similar scripts. Translating politeness expressions often stumbles on pragmatic parity – keeping the impact close to that of the source statement [3].

Unlike single words, these set expressions vary in meaning depending on the context and cultural background. What matters most is understanding the communicative purpose rather than reproducing the original structure [2, p. 15–16]. For example, the English formula “How do you do?” cannot be translated literally into Ukrainian without losing its communicative function. Instead, translators use expressions such as «Радий познайомитися», which better correspond to Ukrainian norms of politeness. This demonstrates the importance of functional equivalence in translation. Similarly, common greetings such as “Hello” or “Hi” require contextual adaptation. Depending on the situation, they may be translated as «Добрий день» or «Привіт», reflecting differences in formality and social distance.

Such variation highlights the role of sociolinguistic factors in translation. One challenge worth noting involves cultural lacunae, where a concept in one language has no direct equivalent in another [4, p. 199–201]. Such gaps appear more often within etiquette expressions, since customs vary across societies. For instance, the Ukrainian expression «Смачного» has no strict equivalent in English. While “Enjoy your meal” is sometimes used, it is not obligatory and may even be omitted in informal contexts.

This reflects broader differences in communicative behaviour across cultures. Politeness rituals in Ukrainian tend to preserve more traditional and elaborate forms, whereas English commonly relies on simpler and more flexible expressions [2]. As a result, translators must choose between maintaining the

original cultural specificity or adapting the expression to align with the expectations of the target audience. In examining how meaning is transferred across languages, translators employ strategies such as substitution, modulation, generalization, and omission.

While exact equivalence may be important in some cases, clarity of meaning is often more essential. A key strategy is substitution, which preserves the communicative intent despite changes in wording. For example, the English phrase *"Nice to meet you"* is often translated into Ukrainian as «*Радий(а) знайомству*» rather than a literal equivalent, ensuring a more natural and culturally appropriate expression. Similarly, the English apology *"I'm sorry"* may be rendered as *«Перепрошую»* or *«Вибачте»* depending on the level of formality, thus maintaining the intended politeness while adapting to Ukrainian communicative norms.

Modulation involves shifting perspective without altering meaning, whereas generalization reduces culture-specific elements. For example, the English request *"Do you mind opening the window?"* may be translated into Ukrainian as *«Відкрийте, будь ласка, вікно»,* shifting from an indirect to a more direct form while preserving politeness. Similarly, *"Could you possibly help me?"* may be rendered as *«Допоможіть, будь ласка»,* maintaining the request while simplifying its structure.

In terms of generalization, a more specific expression such as *"Thank you for your time and consideration"* can be rendered simply as *«Дякую»* or *«Щиро дякую»,* reducing detail while maintaining the overall communicative intent. Likewise, *"I would like to express my sincere gratitude"* may be rendered simply as *«Щиро дякую»,* omitting stylistic elaboration to achieve naturalness in the target language.

Additionally, elements that may seem redundant or unnatural in the target culture are sometimes omitted to enhance fluency. For example, the English closing *"I look forward to hearing from you"* is often omitted or reduced in Ukrainian business correspondence, as its function may already be implied by context. In such cases, selective reduction allows the translated text to sound more natural while maintaining the overall message. Similarly, phrases such as *"Thank you in advance"* may be shortened to *«Дякую»* or omitted entirely if the politeness is already conveyed elsewhere in the message. In such cases, selective reduction allows the translated text to sound more natural while maintaining the overall communicative effect.

Special attention should be paid to levels of formality and social distance. English employs a single pronoun "you", whereas Ukrainian distinguishes between «ти» and «ви», which requires careful contextual interpretation. This contrast reflects deeper cultural differences in politeness systems. In English, politeness is often expressed through softened and indirect phrasing, such as

“Would it be possible...”, while Ukrainian may use more direct formulations without being perceived as impolite.

For this reason, conveying meaning in translation involves not only lexical choices but also adjustments in tone and pragmatic nuance. This is particularly evident in media and news discourse, where etiquette formulas often become standardized or simplified [4, p. 205–206]. Nevertheless, such phrases remain important in interviews, quoted statements, or official comments – contexts that require both tact and neutrality. In these cases, translators must balance clarity, accuracy, and cultural appropriateness, with each decision shaped by the expectations of the target audience.

Success in translation depends not only on vocabulary but on understanding how language reflects cultural perceptions and social norms. Translating politeness expressions requires careful attention to context, as meaning must be conveyed together with communicative intent. Even minor adjustments can significantly influence how a message is perceived, highlighting the importance of pragmatic awareness beyond grammatical accuracy. Etiquette formulas, which embody cultural identity and shape interaction patterns, present particular challenges in cross-cultural transfer. Their analysis offers valuable insight into the relationship between language and society.

In conclusion, translating etiquette formulas involves prioritizing communicative effect over formal equivalence. Functional substitution and contextual adaptation are among the most effective strategies for preserving meaning and cultural appropriateness, while the main challenge remains balancing linguistic precision with the expectations of the target audience.

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