depth. However, the diversity of scholarly approaches results in a variety of interpretations. Therefore, despite its significance, the issue of clearly defining emotionally expressive vocabulary remains open.

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TRANSLATION AS CULTURAL NEGOTIATION: POWER, IDENTITY, AND MEANING ACROSS LANGUAGES

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In today’s globalized world, translation plays an important role in ensuring intercultural communication. The active development of international relations, digital technologies and global media significantly expands the scope of intercultural interaction, making translation an integral part of modern society. Traditionally, translation was considered a neutral tool for transmitting content, but modern research proves that it is a much more complex

phenomenon. Translation acts as a form of cultural negotiation, in the process of which not only the transfer of information takes place, but also the transformation of meanings, the representation of cultural values and the reflection of power structures.

Thus, translation becomes an active factor in the formation of intercultural discourse in both traditional and digital forms of communication. The concept of translation as a cultural negotiation assumes that the translator is not a passive intermediary, but an active participant in the communicative process. He/she interacts with the text, the author and the cultural context, interprets the content and makes decisions that affect the final result [1-4]. This role is especially evident in the digital environment, where translation is often done quickly and with current trends in mind, forcing the translator or automatic systems to adapt the content to the cultural context.

An illustrative example is the translation of cultural realities. The Ukrainian word "борщ" in English is usually translated as borsch or borscht, but often requires additional explanation (beet soup), which already changes the cultural emphasis. Similar processes occur in social networks, where culturally specific content quickly spreads between audiences. For example, the English-language meme "OK, boomer" can be translated into Ukrainian as "окей, бумер", but its true meaning is related to intergenerational conflict. Without understanding the context, the translation loses its ironic and social subtext, so memes are often adapted or replaced with local analogues.

Similar difficulties arise when translating idioms. The expression "break the ice" is translated into Ukrainian as "розрядити обстановку / розв'язати розмову", which is an adequate equivalent, while "kick the bucket" requires cultural adaptation ("to die"), which leads to a loss of imagery. In the modern media space, these problems are exacerbated, as automatic translation systems such as Google Translate or DeepL often do not take into account stylistic and cultural nuances. For example, the phrase "you did a great job" can be translated as "молодець, дуже добре / ти чудово впорався", which in the Ukrainian context sometimes sounds less natural than English "you did a great job". The phrase "don't be a stranger" is also an English idiom. It doesn't literally mean "don't be a stranger," but is used when they want to say: "don't disappear from sight," "keep in touch," "come back again" ("не зникай з поля зору", "підтримуй контакт", "завітай ще").

Translation also reflects power relations between cultures, which is especially noticeable in media discourse and international news. Let us consider the example: the English phrase "conflict in Ukraine" can be translated as "conflict" or "war", and this choice affects the audience's perception of events. In the digital age, when news spreads instantly, such translation decisions shape the global information space.

The power and cultural aspect of translation is also evident in localization processes. In modern video games, jokes, character names, and cultural references are changed for different markets to better engage players, but this

changes the original cultural code. On streaming platforms, such as Netflix or YouTube, the translation of slang or humor is often adapted rather than transmitted verbatim, which can lead to different perceptions of the same content by audiences in different countries. In advertising campaigns of global brands, slogans and visual images are changed to match the cultural norms of a particular market. This confirms that translation in the digital age is not just the transmission of text, but a process of constant cultural negotiation.

Translation plays a special role in the formation of cultural identity and social values. Translations of works of Ukrainian literature, in particular Taras Shevchenko, face the difficulties of transmitting deep historical and symbolic meanings. Modern trends require taking into account inclusivity and gender sensitivity: the English pronoun “they” as a neutral in the Ukrainian language has no direct equivalent, which forces the translator to look for compromise solutions. In international business, translation is also used in everyday communication – from emails to video conferences, where unsuccessful translation or disregard for cultural norms can lead to misunderstandings or conflicts.

Meaning in translation is formed in the interaction between text and culture, which is especially noticeable in artistic, advertising and digital discourse. For instance, puns are often replaced by other jokes, and the slogan “Just do it” is adapted according to cultural characteristics, which demonstrates the priority of conveying meaning over literal translation.

Therefore, translation as a cultural negotiation in the 21st century is a dynamic and multidimensional process that goes beyond the boundaries of the traditional text. It encompasses language, culture, power and identity and requires a high level of intercultural competence, sensitivity and critical thinking from the translator. The translator (or translation system) becomes an active participant in global cultural exchange, and translation is a process of continuous formation of meanings, identities and cultural values.

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