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CULTURAL AND LINGUISTIC ADAPTATION IN TRANSLATING CORPORATE COMMUNICATION: EVIDENCE FROM UKRAINIAN AND ENGLISH CONTEXTS

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In the contemporary globalized economy, corporate communication serves as a strategic instrument for constructing brand identity and ensuring effective interaction with diverse audiences. Advertising discourse relies on emotional and sensory impact strategies that shape consumer perception and enhance persuasive effect [1]. As companies expand into international markets, the role of translation becomes increasingly important, particularly in the fields of branding, marketing, and public relations. However, translation in this domain is not limited to linguistic equivalence; it requires a high degree of cultural adaptation in order to preserve communicative intent and persuasive impact [2, p. 25].

The relevance of this study is due to the growing need for effective cross-cultural communication in business contexts, where inadequate translation may result in misinterpretation, loss of brand value, or even reputational damage. Thus, the analysis of linguistic and cultural strategies in translating corporate discourse is of particular importance in modern translation studies [7, p. 112].

The aim of the paper is to identify and analyze key strategies of cultural and linguistic adaptation in translating corporate communication from Ukrainian into English. The objectives include examining translation transformations, identifying culturally marked elements, and evaluating the effectiveness of adaptation strategies in real-life communicative contexts.

The research methodology is based on comparative analysis of Ukrainian and English corporate texts, including advertising slogans, website content, and PR materials. The study integrates approaches from contrastive linguistics, discourse analysis, and translation theory [3, p. 45].

One of the main challenges in translating corporate communication is the presence of culturally specific elements embedded in the source text. These include idioms, cultural references, symbolic meanings, and value systems. Ukrainian corporate discourse often reflects collectivist values, emotional expressiveness, and cultural identity, whereas English-language business communication tends to emphasize clarity, efficiency, and individual appeal [6, p. 67].

For example, the Ukrainian slogan Смак, що об'єднує родину may be translated literally as The taste that unites the family. However, such a version sounds unnatural in English marketing discourse. A more culturally adapted translation would be A taste that brings people together, which better corresponds to English communicative norms and stylistic expectations.

Another example illustrates the translation of emotionally marked expressions. The Ukrainian phrase Створено з любов'ю is often rendered as Made with love. While this translation is formally accurate, its pragmatic effect in English may be weaker due to its frequent use and reduced expressive value. Therefore, translators may opt for more creative alternatives depending on context, such as Crafted with care or Made to inspire.

A particularly illustrative case is the Ukrainian e-commerce brand Rozetka. Its slogan Щоразу що треба has been adapted into English as Everything you need, every time. This version demonstrates successful transcreation, as it preserves the core message while restructuring the phrase to fit English syntactic and stylistic norms. The adaptation reflects the importance of fluency and naturalness in target-language communication.

Another example is Nova Poshta, a leading Ukrainian logistics company. Its communication strategy emphasizes speed and reliability, often expressed through concise Ukrainian slogans. In English, the brand uses simplified and direct messages such as Fast delivery across Ukraine. This reflects a shift from expressive to functional communication, aligning with English-language business discourse conventions.

The case of Grammarly, an internationally recognized Ukrainian-founded company, demonstrates the opposite direction of translation and adaptation. Grammarly's English communication is highly concise, user-oriented, and focused on clarity (e.g., Write with confidence). When adapted into Ukrainian, such messages often require expansion or stylistic modification to achieve a similar persuasive effect, illustrating the asymmetry of translation processes.

The analysis also highlights the importance of localization and transcreation as key strategies in translating corporate communication. Localization involves adapting content to cultural norms, expectations, and linguistic conventions of the target audience, while transcreation allows for creative reinterpretation of the message [4, p. 89]. These strategies are particularly relevant in marketing and branding, where emotional appeal and audience engagement are critical.

Humor, wordplay, and culturally bound references represent another significant challenge. For instance, a slogan based on a pun in Ukrainian cannot usually be translated directly into English and requires complete reformulation. In such cases, the translator performs a creative role, ensuring that the communicative effect is preserved even if the linguistic form changes.

Furthermore, differences in discourse structure also influence translation strategies. Ukrainian corporate texts often contain longer sentences and descriptive elements, whereas English texts favor brevity and clarity. As a result,

translation frequently involves condensation, restructuring, and simplification of the source text [5, p. 53].

The findings of this study demonstrate that effective translation of corporate communication requires a balance between accuracy and adaptation. Linguistic competence alone is insufficient; translators must also possess intercultural awareness, creativity, and knowledge of marketing conventions.

In conclusion, the translation of corporate communication is a complex and multidimensional process that involves both linguistic and cultural transformation. The results of this research highlight the importance of linguocultural adaptation in ensuring effective cross-cultural communication and contribute to the development of translation studies as an interdisciplinary field.

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СТИЛІСТИЧНИЙ ПОТЕНЦІАЛ ЗВЕРТАННЯ В ОДАХ ГОРАЦІЯ

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