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TRANSLATION OF UKRAINIAN PHRASEOLOGY INTO ENGLISH: LOCALIZATION EXPERIENCE

The translation of Ukrainian phraseology into English, particularly within the context of localization, presents both challenges and opportunities. Ukrainian phraseology, deeply rooted in the cultural and historical context of Ukraine, often incorporates unique metaphors, idioms, and expressions that are difficult to translate directly. In these cases, translators frequently rely on strategies such as explication, adaptation, and equivalence to render the original meaning while ensuring the phraseology is comprehensible and relevant to an English-speaking audience. One of the significant findings of the study is that translators often use explication as a strategy to bridge cultural and linguistic gaps. Explication involves providing additional context to clarify phrases that may be unfamiliar or culturally specific. This strategy is particularly crucial when translating politically charged or culturally embedded expressions, such as those related to national identity or historical events. For example, when translating UA *Вишиванка — це не просто сорочка, це частина нашої душі* / EN *A vyshyvanka is not just a shirt, it is a part of our soul*, translators often provide an explanation of the cultural significance of the embroidered shirt, which serves as a symbol of Ukrainian identity and pride. Such explication ensures that the emotional and cultural undertones of the phrase are preserved for the target audience (Chaika, 2024).

Another key finding highlights the importance of localization in making Ukrainian phraseology resonate with English-speaking audiences. Localization involves adapting language to fit the cultural norms and expectations of the target audience. This strategy is especially useful when translating idiomatic expressions or proverbs that may not have direct equivalents in English. For instance, UA *Скільки вертітимеш, а всередині пусто* / literally EN *No matter how much you spin, it's empty inside* may be translated as EN *All style, no substance* to capture the essence of the meaning, even though the literal translation would not have the same impact. The use of culturally relevant equivalents ensures that the message is understood and appreciated by the target audience while preserving the original's communicative intent (Chaika, 2023).

Additionally, the study emphasized the challenge of maintaining the emotional appeal of Ukrainian phraseology when translating into English. Ukrainian, like many languages, contains a rich emotional and rhetorical component in its expressions. When translating phrases that evoke strong emotions, such as those related to war, national struggle, or patriotism, translators must carefully select words and phrases that preserve the emotional weight of the original. This is particularly significant in the context of the ongoing geopolitical tensions between Ukraine and Russia, where language plays a critical role in shaping public perception and international support. For example, expressions like UA *Ми за Україну, ми за свободу!* / EN *We are for Ukraine, we are for freedom!* must be translated in a way that captures the fervor and urgency of the original, often requiring creative and dynamic translation strategies (Chaika, 2024; Chaika, 2023). Furthermore, the findings suggest that translating Ukrainian phraseology into English requires a deep understanding of both the cultural and historical contexts of the source and target languages. Translators need not only linguistic proficiency but also cultural awareness to accurately convey the meaning behind idiomatic expressions and culturally specific terms. As scholars emphasize in their research, understanding the historical and political context of both the source and target cultures is essential when translating sensitive and politically charged phrases. Inaccurate translations can lead to misunderstandings or misinterpretations, which may undermine the effectiveness of communication.

The research also revealed that translation strategies are often context-dependent. The choice between literal translation, adaptation, or explication depends on the nature of the phraseology, the intended audience, and the specific communicative goals of the translation. Translation is not just about conveying words but about transferring meaning across cultural boundaries in a way that preserves the original's persuasive power. Translating Ukrainian phraseology into English involves complex decisions regarding the use of explication, localization, and emotional appeal. Ongoing research in this field will continue to shed light on the best practices for translating culturally rich and politically sensitive content, especially in the context of current global events.

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