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DIFFICULTIES IN TRANSLATING THE ADVERTISING TEXTS FROM ENGLISH INTO UKRAINIAN

Advertising text is not merely a set of words, but a powerful tool of influence aimed at persuading the consumer. Translating such text from English to Ukrainian is an extremely complex task, requiring not only linguistic knowledge but also a deep understanding of cultural differences, consumer psychology, and marketing strategies.

Cultural adaptation is more than just words. It is as follows:

- Advertising is often based on cultural associations and stereotypes. For example, American advertising may use the image of the "American dream," which is incomprehensible to a Ukrainian audience. The translator must not only translate the words but also convey the cultural context by finding appropriate Ukrainian analogues.
- What works in an English-speaking environment may be completely unacceptable or even offensive in Ukrainian. For example, humor that is popular in English-language advertising may be incomprehensible or inappropriate for a Ukrainian audience.
- Colors also have cultural significance. For example, white symbolizes purity in Western cultures and mourning in some Eastern cultures. The translator must consider these differences when translating advertising materials.
- It is necessary to consider the historical, social, and religious characteristics of Ukrainian society to avoid misunderstandings and negative reactions.

Wordplay and idioms are a real challenge for translators. They are as follows:

- English and Ukrainian have different grammatical structures, lexical units, and stylistic devices. Direct translation often leads to awkward and incomprehensible phrases.It is necessary to adapt the text to the norms of the Ukrainian language while maintaining its advertising effect. Special attention should be paid to the translation of slogans, which often contain wordplay, idioms, and other linguistic devices. English is rich in idioms and phrasal verbs that often do not have direct Ukrainian analogues. For example, the slogan "Just do it" (Nike) requires not a literal translation but a creative adaptation to preserve its motivational effect [1].
- Wordplay is a common technique in English-language advertising. For example, the slogan "The best things in life are free" (American Express) uses the double meaning of the word "free." The translator must find an equivalent wordplay in Ukrainian, which is an extremely difficult task.
- Also, for example, english language have more laconic expressions, than Ukrainian, that is why, during translating, there is need, either to make text shorter, or to add some words, for transfer of the required meaning.

Translating the slogan "Think different" (Apple) requires not a literal translation but a creative adaptation, for example, "Думай інакше" or "Будь собою" [1]. Adapting humor in advertising often requires replacing the joke entirely so that it is understandable and funny to a Ukrainian audience.

Localization of images may include replacing actors with Ukrainian celebrities or using Ukrainian landscapes.

The importance of emotions and values is undeniable. Advertising should evoke an emotional response from the consumer. However, the emotions evoked by the same text in

English-speaking and Ukrainian-speaking environments can differ significantly. For example, advertising that appeals to individualism in the United States may not work in Ukraine, where collective values are stronger. Ukrainians have their own unique values and needs that should be considered when translating advertising text. For example, advertising that emphasizes family values may be more effective in Ukraine. Considering the war, Ukrainians became more sensitive to patriotic topics, so using this, can have positive impact on advertising perception.

Translating advertising text from English to Ukrainian is an art that requires the translator to have not only linguistic knowledge but also a deep understanding of cultural differences, consumer psychology, and marketing strategies. Successful translation of advertising text is not just about conveying content, but about creating an effective tool of influence that meets the needs and expectations of the Ukrainian audience.

References:

1.https://www.researchgate.net/publication/358160156_ENGLISH_ADVERTISING_ITS_SPECIFICS_AND_FEATURES_OF_TRANSLATION_INTO_UKRAINIAN

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