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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

Особливості відтворення українською мовою сленгізмів-неологізмів в англомовних подкастах

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Керівник курсової роботи_

(підпис)

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CONTENTS

РЕЗЮМЕ (SUMMARY IN UKRAINIAN)

У даному дослідженні аналізується процес перекладу англійських сленгових неологізмів на українську мову з особливим акцентом на їх використання у подкастах. Воно підкреслює важливість контекстуального аналізу та досягнення еквівалентності в перекладі, що є ключовими для збереження значення, стилю та культурних нюансів оригіналу. Стратегії адаптації та доместикації виявилися незамінними в процесі перекладу, дозволяючи не тільки адекватно передати зміст сленгу та неологізмів, але й зробити їх зрозумілими та близькими для українського слухача. Основна увага в дослідженні приділяється вивченню різноманітних підходів до перекладу, які вимагають глибокого розуміння мовних тенденцій, культурної специфіки та потреб аудиторії.

Емпірична частина дослідження, представлена через аналіз прикладів з популярних подкастів, демонструє, як сленг та неологізми перетворюються, адаптуючись до нового мовного та культурного середовища. Це підкреслює важливу роль перекладачів як посередників між культурами, їх здатність до креативного мислення та гнучкості у виборі стратегій перекладу. Завдяки цьому дослідженню вдалося виявити ефективні методи перекладу, які сприяють кращому розумінню та прийняттю іноземних культурних елементів українською аудиторією. Таким чином, воно робить важливий вклад у розвиток теорії та практики перекладу, а також сприяє подальшому розширенню меж міжкультурної комунікації.

INTRODUCTION

Topicality. With the proliferation of digital media platforms and the global popularity of podcasts as a form of communication and entertainment, understanding the challenges and strategies involved in translating slang and neologisms is of paramount importance. This topic is particularly relevant in the context of cross-cultural communication and language mediation, where the nuances of informal discourse play a crucial role in conveying meaning and fostering cultural exchange.

The phenomenon of slang and neologism reproduction in podcast content reflects broader sociolinguistic trends and cultural dynamics in the digital age. As linguistic innovation continues to shape the ways in which we communicate and interact online, exploring the structural, semantic, and pragmatic dimensions of slang and neologism translation offers valuable insights into the evolving nature of language and identity in multicultural and multilingual contexts. By examining the interplay between linguistic variation, cultural representation, and translation practices, this study aims to contribute to our understanding of the complex relationship between language, technology, and globalization.

The object of the study includes slangisms and neologisms within English-language podcasts.

The subject of the study is the linguistic and cultural dynamics surrounding the translation and interpretation of slangisms and neologisms in English-language podcasts for Ukrainian-speaking audiences.

The purpose of the study is to investigate the reproduction of slangisms and neologisms in the Ukrainian language within English-language podcasts, focusing on translation challenges and strategies. Regarding the purpose, several aims for the study were set:

1. To examine the theoretical foundations for studying English neologisms and slang;

2. To analyze the structural and semantic features characterizing English neologisms and slang;

3. To explore the podcast discourse phenomenon from a translation perspective;

4. To elucidate the role of contextual analysis in achieving equivalence in slang translation;

5. To explore the effectiveness of adaptation and domestication strategies in translating English slang neologisms into Ukrainian;

6. To analyze the strategies and challenges in translating English slangisms and neologisms into Ukrainian, focusing on lexical and grammatical adaptations within podcast discourse.

The methodology. The methodology for the study involves a mixed-methods approach, incorporating qualitative and quantitative techniques to analyze the reproduction of slangisms and neologisms in Ukrainian within English-language podcasts. Qualitative methods will be utilized to examine the linguistic features and cultural contexts of slang and neologisms, while quantitative analysis will involve the compilation and categorization of data sources to identify patterns and trends in translation strategies and audience reception. Additionally, content analysis and comparative case studies will be employed to explore the translation practices and challenges encountered in different podcast genres and linguistic contexts. This methodological framework aims to provide a comprehensive understanding of the dynamics of slang and neologism reproduction in podcast content and their implications for cross-cultural communication and translation practice.

Research structure. This study consists of introduction, 2 chapters, 6 subchapters, introduction, conclusion and bibliography. Total volume - 36 pages.

CHAPTER 1. THEORETICAL FOUNDATIONS IN ENGLISH NEOLOGISMS AND SLANGISM RESEARCH

1.1. Theoretical basis for studying English neologisms and slangism

The evolution of neologisms and slang from a historical perspective reveals a dynamic interplay between linguistic innovation and cultural shifts. Throughout history, new words and expressions emerge in response to social, technological, and cultural changes, reflecting the evolving needs and identities of language users.

In ancient civilizations, neologisms often arose from advancements in trade, science, and politics, as well as interactions between different linguistic communities. For instance, Greek and Latin borrowings into English during the Renaissance period enriched the language with terms related to philosophy, art, and literature.

The Industrial Revolution and subsequent waves of globalization further accelerated the pace of neologism formation, as innovations in technology and communication necessitated the creation of new vocabulary to describe novel concepts and phenomena. Slang, on the other hand, often emerges from subcultures and marginalized groups, serving as a form of identity expression and resistance against mainstream language norms [23, p. 41].

In the modern era, the rapid proliferation of digital communication platforms has revolutionized the way neologisms and slang spread and evolve, with internet memes, social media, and online communities playing a central role in their dissemination. Understanding the historical context of neologism and slang formation is crucial for comprehending their semantic nuances and cultural significance in contemporary discourse.

The emergence of digital media has profoundly influenced the proliferation and acceptance of English neologisms and slang, reshaping the landscape of language evolution and communication dynamics. Digital platforms, such as social media, online forums, blogs, and messaging apps, provide fertile ground for the rapid dissemination and adoption of new linguistic expressions [14, p. 405].

One of the key factors driving this phenomenon is the speed and ease of information exchange facilitated by digital media. Neologisms and slang can spread virally across online communities, transcending geographical and cultural boundaries in a matter of hours. Internet memes, in particular, have become powerful vehicles for the propagation of linguistic innovations, as they often incorporate catchy phrases and concepts that quickly enter mainstream discourse.

Digital media platforms offer a democratized space for language users to contribute to the lexicon, enabling the coining of new words and expressions by individuals and communities outside traditional linguistic authorities. This participatory nature of language creation fosters linguistic diversity and innovation, as users experiment with language play, word blending, and semantic shifts to reflect contemporary realities and cultural trends [13, p. 119].

Additionally, the anonymity and pseudonymity afforded by digital communication platforms encourage linguistic experimentation and boundary-pushing, as individuals feel liberated to explore unconventional language forms without fear of social judgment or repercussion. As a result, digital media serve as incubators for linguistic subcultures and alternative language registers, where slang and neologisms thrive as markers of group identity and solidarity.

Overall, the role of digital media in the proliferation and acceptance of English neologisms and slang underscores the dynamic and fluid nature of language in the digital age, where innovation, dissemination, and adaptation occur at an unprecedented pace, shaping the linguistic landscape in ways that challenge traditional notions of linguistic authority and standardization.

1.2. Structural and semantic features characterizing English neologisms and slangism

Morphological and phonetic innovations play a significant role in the creation and evolution of English slang and neologisms, enriching the language with new forms and expressions that reflect cultural shifts and linguistic creativity. Morphological innovations involve the creation of new words through processes such as blending, compounding, and derivation, while phonetic innovations pertain to changes in pronunciation patterns and phonetic features.

In English slang, morphological innovations often manifest in the form of word blending, where two or more words are fused together to create a novel expression that encapsulates a specific concept or trend. For example, "hangry" blends "hungry" and "angry" to describe the feeling of irritability due to hunger. Compounding also plays a role, as slang terms like "brogrammer" (blend of "bro" and "programmer") illustrate, combining elements to convey nuanced meanings within specific subcultures or communities [1, c. 22].

Derivation is another common morphological process in slang and neologism formation, involving the addition of affixes to existing words to create new lexical items. For instance, adding the suffix "-preneur" to words like "mom" or "food" results in "mompreneur" and "foodpreneur," reflecting contemporary entrepreneurial trends.

Phonetic innovations in English slang and neologisms often involve alterations in pronunciation patterns, syllable stress, or the introduction of new phonetic elements to convey attitude, emphasis, or humor. For example, the use of non-standard pronunciation in terms like "presh" (shortened form of "precious") or "cray-cray" (intensified form of "crazy") adds a playful or informal tone to the language, emphasizing the speaker's familiarity with slang conventions [6, c. 71].

Moreover, phonetic innovations in slang can also involve the adoption of phonetic features from other languages or dialects, contributing to the multicultural and multilingual nature of contemporary English. For instance, borrowing phonetic

elements from African American Vernacular English (doi.org) (AAVE) has influenced the pronunciation of slang terms like "bae" (from "baby"), showcasing the dynamic interplay between different linguistic (doi.org) varieties [15, p. 372].

Semantic shifts are fundamental to the evolution of neologisms and slang, as they involve changes in the meaning of words or expressions over time. Understanding these shifts and their context is crucial for accurately interpreting and using slang and neologisms in communication.

Semantic shifts in neologisms and slang can occur through various processes, including metaphorical extension, amelioration, pejoration, and generalization. Metaphorical extension involves the application of a word or phrase to a new context, often based on analogy or symbolic association. For example, the slang term "lit," originally meaning intoxicated, has evolved to describe something exciting or excellent, reflecting a metaphorical extension of its original meaning [5, c. 38].

Amelioration and pejoration refer to changes in the connotation of words, where they acquire more positive or negative associations over time. For instance, the term "geek" has undergone amelioration, transitioning from a derogatory label for socially awkward individuals to a term of pride within certain subcultures, indicating enthusiasm and expertise in a particular field.

Context in turn plays a crucial role in understanding semantic shifts in neologisms and slang, as (doi.org) the meanings of these terms are often highly context-dependent and influenced by social, cultural, and situational factors. Context provides clues about the intended meaning and usage of a slang term or neologism, helping speakers and listeners navigate the nuances of language variation and interpretation. It includes both linguistic context (the words and phrases surrounding the neologism or slang term) and situational context (the social and cultural setting in which the term is used). Linguistic context helps disambiguate the meaning of a term by providing cues about its syntactic and semantic role within a sentence or discourse. Situational context, on the other hand, encompasses factors such as the speaker's tone, body language, and the shared knowledge and norms of the

communication participants, all of which shape the interpretation of slang and neologisms [11].

Moreover, the context of emergence and dissemination also influences the semantic evolution of neologisms and slang. For example, a term coined within a specific subculture may undergo different semantic shifts when adopted by a broader audience, as its meaning adapts to accommodate diverse interpretations and usage contexts.

Overall, morphological and phonetic innovations in English slang and neologisms demonstrate the adaptive and creative nature of language, as speakers continually invent and reshape linguistic forms to express their identities, attitudes, and cultural affiliations in ever-evolving social contexts.

1.3. Podcast discourse phenomenon from a translation perspective

The podcast has emerged as a prominent digital discourse community, offering a unique platform for communication, collaboration, and cultural exchange. As a digital medium, podcasts facilitate asynchronous audio content consumption, allowing users to engage with diverse topics, perspectives, and voices at their convenience.

One key feature of podcasts as a discourse community is their accessibility and inclusivity. Unlike traditional broadcast media, podcasts are typically free to access and available on-demand, enabling listeners from around the world to explore a wide range of topics and genres (hal.archives-ouvertes.fr) tailored to their interests and preferences. This accessibility fosters a sense of community among listeners who share common interests or identities, regardless of geographical location or background [2, c. 18].

Furthermore, podcasts serve as hubs of knowledge exchange and expertise, offering opportunities for individuals and groups to share their insights, experiences, and expertise with a global audience. Many podcasts feature interviews, panel

discussions, and expert commentary on various subjects, providing listeners with valuable information, insights, and perspectives from diverse voices and disciplines.

Collaboration and interactivity are also central features of podcasts as a discourse community. Many podcasts involve collaboration between hosts, guests, and listeners, creating dynamic dialogues and exchanges of ideas. Listeners often engage with podcasts through social media platforms, email, or online forums, contributing feedback, questions, and comments that shape the direction and content of future episodes. This interactive aspect of podcasts fosters a sense of community engagement and co-creation, as listeners become active participants in the podcasting experience [12, p. 243].

Podcasts serve various functions within digital discourse communities, including entertainment, education, advocacy, and community-building. Some podcasts entertain listeners with humor, storytelling, or fictional narratives, while others educate and inform audiences on topics ranging from science and history to personal development and current events. Many podcasts also serve as platforms for advocacy and social change, amplifying marginalized voices, challenging dominant narratives, (www.bulbapp.io) and fostering dialogue on pressing social issues.

Translating podcast content presents unique challenges, particularly when dealing with slang and neologisms, which are prevalent in informal spoken discourse. Slang and neologisms often carry nuanced meanings, cultural connotations, and contextual relevance that can be difficult to capture accurately in translation. Translating podcast content replete with slang and neologisms presents a unique set of challenges and strategies due to the inherently cultural and contextual nature of such language. These elements, deeply embedded in specific societal sectors, subcultures, or historical epochs, require translators to delve into the cultural underpinnings of these terms to ensure their effective communication to the target demographic. This necessitates comprehensive research into cultural references, idiomatic expressions, and current linguistic trends to guarantee a translation's accuracy [16, p. 130].

One significant hurdle in this translation work is the semantic ambiguity that often accompanies slang and neologisms. Their meanings can shift dramatically based on the (hal.archives-ouvertes.fr) context, the tone of delivery, and the speaker's intentions. Consequently, translators must adeptly interpret the intended nuances of these terms within the specific context of the podcast, identifying equivalents or adaptations in the target language that both preserve the original sentiment and resonate with the new audience.

Moreover, the linguistic creativity inherent in slang and neologisms—characterized by wordplay, metaphorical language, and lexical innovation—demands a similar level of creativity from translators. The challenge lies in finding or inventing analogous expressions or neologisms in the target language that encapsulate the original content's creative essence while maintaining clarity and coherence for listeners [18, p. 61].

The translation of slang and neologisms also requires careful consideration of register and tone, essential elements that define a podcast's informal and conversational nature. The chosen linguistic style, contingent upon the podcast's genre, target audience, and presenter traits, must be adapted to align with the linguistic conventions and cultural norms of the target (hal.archives-ouvertes.fr) language. This balancing act involves maintaining fidelity to the source material's style while ensuring the translation's readability and authenticity for the new audience.

Lastly, audience expectations play a crucial role in the translation of podcasts containing slang and neologisms. Translators must account for the target audience's demographic characteristics, linguistic background, and familiarity with the source culture. The translation strategy might need to be tailored accordingly, employing tools like footnotes, glossaries, or explanatory notes to facilitate understanding without disrupting the content's flow. This nuanced approach enables translators to meet diverse audience needs while navigating the complexities of slang and neologisms in podcast translation [7, c. 12].

Therefore, successful translation of slang and neologisms in podcasts requires a nuanced understanding of linguistic variation, cultural sensitivity, and creative adaptation to ensure that the translated content resonates authentically with the target audience while preserving the original flavor and intent of the (ttgtranslates.com) source material.

In summary, podcasts represent a dynamic and inclusive digital discourse community, characterized by accessibility, collaboration, interactivity, and diverse functions. As a versatile medium for communication and cultural exchange, podcasts offer unique opportunities for individuals and groups to connect, share, and engage with a global audience, shaping conversations, perspectives, and (digitum.um.es) communities in the digital age.

CHAPTER 2. TRANSLATION FEATURES OF ENGLISH NEOLOGISMS-SLANGISMS

2.1. Translation characteristics of English neologism-slangisms

The dynamic nature of slang and neologisms presents a multifaceted challenge for translation, particularly due to their fluid semantics, contextual sensitivity, and cultural specificity. Slang and neologisms are inherently reflective of the zeitgeist, capturing the essence of contemporary culture, societal trends, and linguistic innovation. This evolving linguistic landscape necessitates a translation approach that is equally adaptable and insightful.

Slang and neologisms often carry meanings that extend beyond their literal interpretation, imbued with nuances shaped by social, cultural, and situational contexts. Their meanings can be deeply rooted in subcultural identities, making them challenging to translate for an audience unfamiliar with the source culture. The translator must navigate these nuanced meanings, considering the broader context in which the slang or neologism is utilised to find an equivalent or explanatory translation that resonates with the target audience [14, p. 411].

The cultural specificity of slang and neologisms adds another layer of complexity to their translation. These linguistic forms often reference cultural phenomena, historical events, or specific societal attitudes that may not have direct counterparts in the target culture. Translators must either find culturally analogous expressions or resort to more descriptive strategies to convey the intended meaning. This often involves a delicate balance between maintaining the original's cultural flavor and ensuring the translation is accessible and meaningful to the target audience.

The translator's role evolves from a mere linguistic conduit to an intercultural mediator. This role requires a deep understanding of both the source and target cultures, as well as the (www.translationdirectory.com) ability to anticipate how the target audience will perceive and interpret the translated slang or neologism. Translators must possess a keen awareness of linguistic trends within both cultures to

select the most appropriate translation strategy, (www.translationdirectory.com) whether it involves direct translation, substitution, or elaboration.

Given the dynamic nature of slang and neologisms, translators often employ creative and flexible strategies. These can include:

- identifying a slang expression or neologism within the target language that carries a similar meaning, connotation, and cultural weight.

- creating a new expression in the target language by directly translating the components of the slang or neologism.

- providing additional information to make the meaning of the slang or neologism clear to the target audience.

- replacing the slang or neologism with a more universally understood expression that conveys a similar overall message or effect [8, c. 144].

The translation of slang and neologisms underscores the dynamic interplay between language, culture, and society. It challenges translators to go beyond mere lexical conversion to embrace the role of cultural interpreters. This dynamic nature also highlights the importance of flexibility, creativity, and cultural sensitivity in translation practices.

The translation of slang neologisms that are deeply entrenched in specific cultural contexts in turn poses a unique set of challenges and considerations. These linguistic phenomena are not only markers of linguistic creativity but also emblems of cultural identity, embodying the values, attitudes, and experiences of particular social groups or communities. Their cultural specificity makes the task of translating them into another language a complex endeavor, requiring not just linguistic skill but a deep understanding of the cultures involved.

Slang neologisms are often born out of specific socio-cultural environments, reflecting the history, politics, popular culture, and societal norms of their communities of origin. They can allude to local events, celebrities, inside jokes, or particular ways of life, making them resonate with the source language speakers on a level that might be obscure to outsiders. This embeddedness in the source culture (digitalcommons.law.lsu.edu) poses a significant challenge for translation, as the

translator must find ways to bridge the gap between two potentially very different cultural contexts [2, c. 24].

Among translation challenges, several ones could be pointed out:

- the richness of meaning and cultural connotations carried by a slang neologism can be difficult to replicate in the target language, leading to (digitalcommons.law.lsu.edu) a loss of nuance and depth in translation;

- many times, there are no direct equivalents for specific slang neologisms in the target language because the cultural phenomena they refer to are unique to the source culture; (digitalcommons.law.lsu.edu)

- without an adequate understanding of the cultural context, there is a (hal.archives-ouvertes.fr) risk that the translator might misinterpret the original meaning or tone of the slang neologism, leading to inaccuracies in the translation;

- the dynamic nature of slang means that neologisms can quickly change in popularity and meaning, making it a challenge to keep translations up-to-date and relevant.

Addressing these challenges requires several key considerations when dealing with culturally specific slang neologisms. Firstly, thorough cultural research is essential to grasp the full context and connotations of the slang neologisms encountered. This entails delving beyond dictionaries to immerse oneself in the source language's culture, including its media, literature, and social platforms. Secondly, translating slang neologisms often demands creative linguistic solutions, such as borrowing, calquing, or devising new neologisms in the target language that effectively capture the original essence [4, c. 178].

Additionally, when the cultural specificity of a slang neologism proves difficult to translate, techniques such as annotation, footnotes, glossaries, or in-text explanations can provide the necessary cultural context to the target audience. Lastly, understanding the target audience is crucial. Translators must gauge the audience's familiarity with the source culture and adjust the translation strategy accordingly, striking a balance between staying faithful to the original and ensuring accessibility and relevance for the intended recipients.

Table 2.1 provides an overview of popular podcasts across various genres, focusing on their language of broadcast, the degree of cultural specificity, the main translation challenges they present, and potential strategies for addressing these challenges. The podcasts selected cover a broad (hal.archives-ouvertes.fr) spectrum, from news and science to comedy and true crime, highlighting the diverse considerations a translator must account for in their work.

From the data, it's clear that the translation of podcast content requires a nuanced approach, tailored to the specific challenges each genre and podcast presents. Factors such as the degree of cultural specificity and the (doi.org) genre-specific language use (e.g., idiomatic expressions in comedy, technical terminology in science) significantly impact translation strategies. For podcasts with high cultural specificity, such as "The Joe Rogan Experience," translators might need to employ creative substitution and cultural adaptation to convey the intended humor and references effectively to a different cultural audience. Conversely, podcasts with a lower degree of cultural specificity, like the "Duolingo Spanish Podcast," may require less adaptation, focusing instead on direct translation to maintain educational integrity. This analysis underscores the importance of a flexible translation strategy, one that is capable of adjusting to the unique linguistic and cultural challenges presented by different podcasts, thereby ensuring that the translated content remains accessible, engaging, and true to the original for the target audience.

Table 2.1

Translation challenges in podcast content

Podcast Name	Genre	Language	Cultural Specificity	Translation Challenges	Potential Translation Strategies
The Daily	News	English	Moderate	Idiomatic expressions, specific regional news references	Use of explanatory notes, adaptation to match local context
Radiolab	Science,	English	Low	Technical	Use of equivalent

	Philosophy			terminology, conceptual explanations	scientific terms, expansion for clarity
The Joe Rogan Experience	Interview, Comedy	English	High	Slang, cultural references, humor	Creative substitution, cultural adaptation, explanatory notes
Serial	True Crime	English	Moderate	Legal terminology, regional cultural references	Legal term equivalence, cultural annotations
Duolingo Spanish Podcast	Language Learning	Spanish	Low	Educational content, storytelling	Direct translation with minimal adaptation, glossaries for new terms

Source: summarized by author on the basis of (ousted.slk.lt) [11]

Successfully navigating the translation of culturally specific slang neologisms enhances cross-cultural communication, fostering a deeper understanding and appreciation of diverse cultural identities. It requires translators to not only be linguists but also cultural mediators, tasked with the delicate job of preserving the richness of the source language while (www.translationdirectory.com) making it accessible and engaging for the target language audience. This process underscores the importance of cultural sensitivity and creativity in translation, highlighting the translator's role in facilitating global dialogue through language.

2.2. Ways of translation

Slang, by its nature, is deeply embedded in cultural, social, and situational contexts, which means that its translation requires more than just a direct lexical

replacement. The process involves a thorough understanding of the contexts in which slang terms are used in the source language and how these can be effectively mirrored or adapted in the target language. (www.translationdirectory.com)

At the heart of contextual analysis is the examination of the (ousted.slk.lt) slang term within its immediate linguistic environment, as well as its broader social and cultural context. This includes understanding the nuances of the term, such as its connotations, the groups that use it, and the circumstances under which it is used. For instance, a slang term used among young people in urban settings may carry connotations of modernity, rebellion, or in-group identity. Translating such a term requires identifying a term in the target language (www.translationdirectory.com) that not only matches the source term's semantic content but also its stylistic and connotative layers [10, p. 106].

Equivalence in slang translation does not always mean finding a direct counterpart in the target language; (www.translationdirectory.com) often, it involves creating a sense of familiarity and authenticity that mirrors the original's impact. This may entail opting for a dynamic equivalence approach, where the translator seeks to evoke the same feelings and responses in the target audience as the (simpsonsarchive.com) original does in the source audience. For example, if a slang term in English conveys a sense of coolness and detachment, the translator's job is to find a way to express these attitudes in the target language, (www.translationdirectory.com) even if it means deviating from the source term's literal meaning.

The challenge here is maintaining a delicate balance between staying true to the original text and making it accessible and engaging for the target audience. This balance is crucial because overly literal translations of slang can seem out of place or incomprehensible, while overly liberal translations risk losing the original's flavor and meaning. Effective slang translation, therefore, requires creativity, sensitivity to cultural nuances, and an in-depth knowledge of both the source and target languages.

The table 2.2 breaks down examples of English slang terms encountered in popular podcasts, detailing their original context, connotations, and the translation

strategies employed to convey equivalent meaning and impact in Ukrainian. This comparative analysis serves to exemplify the complex interplay between context, cultural nuances, and linguistic creativity in the translation of slang. It underscores the necessity of a nuanced approach to translating slang, where understanding the original context and connotations is as crucial as finding an equivalent expression in the target language. (www.translationdirectory.com) It highlights that direct lexical equivalence is often less important than preserving the term's impact and cultural relevance. For instance, translating "lit" as "круто" captures the term's enthusiastic approval in youth culture, demonstrating the translator's role in bridging cultural and linguistic gaps. Similarly, the choice to translate "mind-blowing" as "вражаюче" in a scientific podcast context emphasizes the importance of context in determining the most appropriate translation strategy. This analysis reveals the intricacies of translating slang, requiring translators to be culturally informed, flexible, and creative to achieve equivalence in the target language. (www.translationdirectory.com)

Given the analytical focus on interpreting English slang terms through contextual analysis and achieving equivalence in translation, a table can be constructed to showcase examples of slang terms from popular podcasts, their context, and the strategies used for translating these terms into another language, such as Ukrainian. This practical illustration will highlight how contextual nuances and the pursuit of equivalence guide the translation process.

Table 2.2

Translation of English slang terms in selected podcasts

Podcast Name	English Slang Term	Context and Connotation	Ukrainian Translation	Translation Strategy
The Joe Rogan Experience	"lit"	Used to describe something that is exceptionally good, exciting, or lively, often related to parties or entertainment.	"круто"	Chose a term with similar connotations of excitement and quality, widely recognized in Ukrainian youth culture.

Serial	"sleuthing"	Refers to the act of investigating or solving a mystery, often with a connotation of amateur involvement.	"розслідув ання"	Opted for a more formal term that captures the investigative aspect without the amateur connotation, maintaining clarity.
Radiolab	"mind-blowing"	Describes something that is overwhelmingly impressive or surprising, often in the context of (ousted.slk.lt) scientific discoveries.	"вражаюче"	Selected a term that conveys the sense of being impressed or amazed, suitable for the context of scientific discussion.

Source: summarized by author on the basis of (ousted.slk.lt) [11]

Contextual analysis is essential for achieving equivalence in the translation of English slang terms. It allows translators to grasp the multifaceted meanings of slang and to reproduce these in the target language in a way that is both faithful to the original and (www.translationdirectory.com) culturally relevant to the target audience. The ultimate goal is to ensure that the translated slang feels as natural and authentic to the target audience as it does to the source audience, thus preserving the integrity and vitality of the original content.

Adaptation and domestication in turn are pivotal strategies in the translation of English slang neologisms into Ukrainian, especially considering the significant cultural and linguistic differences between English and Ukrainian. These strategies involve modifying the source language content to make it more understandable or relatable to the target language audience, often by replacing culture-specific references or idioms with those more familiar to the target audience.

Adaptation refers to the process of (ousted.slk.lt) changing certain elements of the source text to accommodate the cultural context of the target audience. This can (qsu-wiki.com) include altering place names, currency, idiomatic expressions, and cultural references. For English slang neologisms, which are deeply embedded in the English-speaking cultural milieu, adaptation might involve finding Ukrainian

equivalents that carry a similar weight in their cultural context, even if they are not direct translations [9, с. 32].

For instance, the English slang term "ghosting" refers to the act of suddenly cutting off all communication with someone without explanation. In translating this concept into Ukrainian, a direct transliteration might not convey the full cultural connotation. An adapted translation could be "зникати ніби привид," which incorporates a culturally resonant metaphor to convey the abrupt disappearance of someone from another's life, akin to a ghost.

Domestication involves making the text seem as though it were originally written in the target language, (www.translationdirectory.com) often at the expense of the foreign elements of the source text. This strategy is particularly useful in translating slang and neologisms, as it allows for a more natural and accessible rendition for the target audience [2, с. 8].

A relevant example includes the translation of internet slang or tech-related neologisms, which are prevalent in English but may not have direct equivalents in Ukrainian. The English term "to google something" is universally understood among English speakers as using the Google search engine to find information. In Ukrainian, a domesticated approach might translate this to "шукати в інтернеті" (to search on the internet), which, while losing the brand reference, maintains the action's essence understandable to Ukrainian speakers.

As an example, the word "meme" itself, while originally English, has been widely adopted in various languages with minimal adaptation. However, specific meme references that rely on English language puns or cultural contexts are often adapted to fit Ukrainian humor styles or replaced with locally recognized memes that convey a similar sentiment. Additionally, terms like "savage" (describing someone who acts without regard, often in a cool or ruthless manner) might be translated into Ukrainian as "безкомпромісний" or adapted to fit a similar cultural nuance understood by the Ukrainian youth, possibly borrowing from Ukrainian internet culture or contemporary slang.

The table 2.3 underscores the nuanced considerations translators must navigate when bringing English slang and neologisms into the Ukrainian linguistic and cultural context. Adaptation strategies, such as translating "deep dive" to "глибоке дослідження," demonstrate how translators reframe English idiomatic expressions into Ukrainian equivalents that maintain the original's depth and nuance. Domestication strategies, observed in the translation of "bingeable" to "захоплюючий до марафону," show a commitment to making the content resonate with Ukrainian cultural norms and consumption habits. Interestingly, some terms, like "Spanglish," are retained (a form of (www.translationdirectory.com) domestication through global recognition), indicating that certain neologisms transcend cultural barriers and become part of a global lexicon. Through these strategies, translators skillfully bridge linguistic and cultural divides, ensuring that the essence and vibrancy of the original content are preserved and appreciated by Ukrainian audiences.

The table (annex A) in turn demonstrates the complexity and diversity of translating English slang and neologisms into Ukrainian across various podcast genres. It showcases not just the direct adaptation or domestication of terms, but also the (ousted.slk.lt) translator's creative efforts to convey the essence and vibrancy of the original language while making it relatable and understandable to the Ukrainian audience. Such endeavors highlight the dynamic interplay between languages and cultures, underscoring the translator's role in navigating these nuances to achieve effective cross-cultural communication.

Table 2.3

Translation of English slang/neologisms in selected podcasts

Podcast Name	English Slang/Neologism	Context	Ukrainian Translation	Strategy Used
The Daily	"Deep dive"	In-depth investigation	"Глибоке дослідження"	Adaptation
Serial	"Bingeable"	Content so	"Захоплюючи	Domestication

		compelling that one wants to consume a lot at once	й до марафону"	
The Joe Rogan Experience	"Ripped"	Having well-defined muscles	"Накачаний"	Adaptation
Radiolab	"Nerd out"	To indulge in technical details	"Зануритись в деталі"	Adaptation
Duolingo Spanish Podcast	"Spanglish"	Mix of Spanish and English	"Спангліш" (unchanged)	Domestication (Retention)

Source: summarized by author on the basis of (ousted.slk.lt) [11]

In summary, adaptation and domestication are essential strategies in translating English slang neologisms into Ukrainian, facilitating a more natural and engaging translation. These strategies ensure that the translation remains faithful not just to the source text's literal meaning but, more importantly, to its cultural essence and impact. By employing adaptation and domestication, translators navigate the complex interplay between maintaining the source text's integrity and ensuring the translation resonates with the target audience's cultural context and linguistic expectations.

2.3. Lexical-grammatical transformations

The translation of these terms into Ukrainian is a nuanced process that employs a range of strategies to navigate the linguistic and cultural chasms that separate the source and target languages. Direct borrowing, calquing, and the search for equivalent expressions in Ukrainian each offer unique advantages and challenges. Direct borrowing brings global terms into the local lexicon, retaining their original flavor but risking alienation of listeners unfamiliar with English. Calquing, on the other hand, attempts to transplant the essence of these terms into Ukrainian soil, crafting new expressions that mirror the original's structure and meaning. Finding equivalent expressions requires a deep dive into the cultural and linguistic reservoirs

of Ukrainian, seeking terms that resonate with the same frequency as the original, even if they diverge in literal meaning.

Cultural adaptation stands as the cornerstone of this translation endeavor, a process that goes beyond linguistic fidelity to embrace the nuances and subtleties of Ukrainian cultural identity. This adaptation is a balancing act, aiming to retain the original's spirit and contextual richness while ensuring that the translated terms are woven seamlessly into the fabric of Ukrainian cultural discourse. The challenge lies in bridging the gap between the global and the local, the universal and the particular, crafting translations that are not only understandable but also meaningful and engaging for Ukrainian listeners [2, c. 31].

In transitioning from the exploration of lexical transformations, we delve into the realm of grammatical adaptations required for translating English slangisms and neologisms into Ukrainian, a process imbued with its distinct set of challenges and intricacies. The translation of content from English-language podcasts to Ukrainian not only tests the boundaries of direct linguistic conversion but also necessitates a deep engagement with the structural and morphological variances inherent to each language.

The process begins with a (doi.org) consideration of the grammatical categories and structures, where the primary task is to navigate the disparities between (doi.org) English and Ukrainian. These languages diverge significantly in their approach to tense, aspect, mood, and voice, especially when applied to the dynamic and informal language typical of podcast discourse. English, with its relatively straightforward tense system, often presents scenarios that Ukrainian, with its richer aspectual distinctions, must carefully adapt to capture the intended temporal nuances and actions' nature. The adaptation process thus requires not just a mechanical conversion but a nuanced understanding of the temporal and aspectual implications embedded within the slangisms and neologisms, ensuring their translated versions resonate with the temporal and aspectual sensibilities of Ukrainian [5, c. 78].

The syntax and word order adjustments underscore the challenges of maintaining the natural flow and idiomaticity of Ukrainian. Unlike English, where the word order is relatively fixed, Ukrainian offers a more flexible structure, which can be both an opportunity and a hurdle. Consequently, achieving coherence and a natural-sounding result often involves strategic departures from the source text's syntax, reconfiguring sentences to align with the linguistic preferences of the target language. This exercise not only tests the translator's linguistic dexterity, but also their capacity to preserve the original's informal tone and immediacy [10, c. 106].

Morphological considerations present another layer of complexity, particularly in the creation of new words or expressions that capture the innovation and casualness of the original English terms. The process of affixation, compounding, and other word-formation techniques becomes central to developing equivalents in Ukrainian that convey the novelty and informality inherent to slangisms and neologisms. This aspect of translation is not merely about finding direct counterparts, but about creatively engaging with the morphological tools of the Ukrainian language to craft terms that feel native and relevant. It's a delicate balance between introducing new expressions that retain the original's freshness and ensuring these innovations are intelligible and acceptable to Ukrainian speakers.

The expanded comparative analysis (Table 2.4) further illuminates the intricate process of translating English slangisms and neologisms into Ukrainian, emphasizing the translator's role as a cultural mediator as well as a linguistic converter. The inclusion of terms like "streaming" and "binge-watch" highlights the impact of digital culture on language and the (doi.org) necessity of direct borrowing or creative calquing to import these new concepts into Ukrainian. These strategies showcase a keen awareness of the (doi.org) target audience's familiarity with the original English terms and the broader global digital culture.

Table 2.4

Comparative Analysis of English-Ukrainian Podcast Translation Strategies

Strategy	English Example	Ukrainian Translation/ Adaptation	Notes on Cultural/Linguistic Considerations
Direct Borrowing	Podcast	Подкаст	Retained for technological relevance and global recognizability.
	Streaming	Стрімінг	Adopted directly due to the lack of (doi.org) an equivalent term and its widespread usage.
Calquing	Ghosting	Зникнення (literally, disappearing)	Adapted to convey similar social phenomena, maintaining the action's essence.
	Binge-watch	Марафон-перегляд (marathon viewing)	Reflects the activity's intensive nature by using a sports metaphor.
Equivalent Expressions	Cringe	Збентеження (embarrassment)	Chosen for emotional resonance despite the lack of (doi.org) a direct slang equivalent.
	Chill	Розслабитися (to relax)	Captures the intended casual and relaxed vibe of the original term.

Source: summarized by author on the basis of (doi.org) [11]

Furthermore, the adaptation of terms with emotional or behavioral connotations, such as "cringe" and "chill," into equivalent expressions that resonate with Ukrainian listeners, underscores the importance of cultural sensitivity in translation. These adaptations ensure that the translated content is not just linguistically accurate but also culturally meaningful and emotionally engaging for the audience.

This nuanced approach to translation, which goes beyond simple lexical substitution, reflects a deep understanding of the multifaceted role of language in shaping cultural identities and experiences. It highlights the translator's challenge in maintaining the integrity and dynamism of the original content while making it accessible and relatable to a different linguistic and cultural community. Through this lens, translation emerges as a creative and critical practice pivotal to cross-cultural communication and understanding in the digital age.

In sum, the translation of slangisms and neologisms from English into Ukrainian, particularly within the context of podcasts, is a multifaceted endeavor that extends beyond mere lexical substitution. It demands a comprehensive engagement with the grammatical, syntactic, and morphological dimensions of both languages, underpinned by a creative and culturally sensitive approach to bridge linguistic and cultural divides. The goal is not only to render the content understandable in Ukrainian, but to do so in a way (doi.org) that captures the spirit, tone, and dynamism of the original discourse. The translation of slangisms and neologisms from English into Ukrainian within the context of podcasts is a dynamic interplay of language, culture, and creativity. It reflects a deep engagement with the living language, a commitment to cultural sensitivity, and a creative flair that together ensure the translated content resonates with the richness and depth of the Ukrainian linguistic and cultural landscape.

CONCLUSIONS

In today's digital era, the landscape of language evolution is predominantly shaped by the advent and widespread use of digital communication platforms. These platforms, encompassing social media, internet memes, and various online communities, serve as pivotal mediums for the rapid spread and development of new words and slang. This phenomenon highlights the significant impact of digital media on the introduction and acceptance of English neologisms and slang, illustrating a linguistic evolution that unfolds at an extraordinary speed. Such evolution not only facilitates immediate innovation and dissemination but also poses challenges to traditional concepts of linguistic authority and standardization, thereby underscoring the adaptive and ever-changing nature of language in response to technological advancements.

The continuous evolution of English slang and neologisms, marked by morphological and phonetic innovations, reflects the dynamic and inventive aspects of language. Speakers constantly create and modify words to convey their identities, perspectives, and cultural connections within changing social environments. Importantly, a deep understanding of the nuances behind these linguistic shifts and the significance of (doi.org) context is (doi.org) crucial for effectively using and interpreting slang and neologisms in modern communication. By acknowledging the linguistic, situational, and cultural frameworks that foster the development of (doi.org) these terms, individuals can adeptly navigate the complexities of contemporary language, enriching their communication with nuanced expressions of self and community affiliations.

Podcasts stand out as a vibrant and open digital platform, offering easy access, collaborative opportunities, interactivity, and a multitude of purposes. They act as a powerful tool for communication and cultural dialogue, enabling people and communities worldwide to connect, share experiences, and participate in shaping discourse and viewpoints in the digital realm. Successfully incorporating slang and neologisms in podcast translations demands a thorough grasp of language variations,

cultural nuances, and the ability to creatively adapt content. This ensures that translations not only remain true to the original message and spirit but also engage the intended audience in a meaningful and authentic manner.

In the examination of contextual analysis within the sphere of slang translation, the paramountcy of understanding the interplay between linguistic elements and their cultural underpinnings is underscored. Main findings illustrate that achieving equivalence in the translation process transcends mere lexical fidelity, delving into the conveyance of the slang's intrinsic meaning, its embedded emotions, and cultural nuances. Such an analytical approach necessitates a comprehensive engagement with both the source and target cultures, ensuring that (doi.org) the essence of the (doi.org) original (sci-conf.com.ua) message is preserved in translation. This nuanced pursuit of equivalence, therefore, is pivotal in facilitating a translation that resonates with the target audience, (sci-conf.com.ua) thereby enhancing the authenticity and effectiveness of cross-cultural communication.

Regarding the strategies of adaptation and domestication in the context of (doi.org) translating English slang neologisms into Ukrainian, the findings delineate these methods as crucial mechanisms for cultural integration. Adaptation, by modifying the original content to better fit the cultural and (sci-conf.com.ua) linguistic framework of the target audience, ensures the retention of the neologism's core significance. Domestication, which renders the foreign text (ojs.ub.gu.se) as inherently familiar to the target audience, often involves a strategic replacement of culturally specific references with analogous concepts within the target culture. This (ojs.ub.gu.se) intricate balancing act underscores the translator's critical role as an intermediary, tasked with not only preserving the original text's liveliness but also rendering it comprehensible and engaging for the target audience. Through the judicious application of these strategies, the translator contributes to the linguistic and cultural enrichment of the target language, (ojs.ub.gu.se) facilitating a seamless integration of translated slang and neologisms.

Translating slangisms and neologisms from English into Ukrainian, particularly within the context of podcasts, requires more than simple word

substitution. It entails a thorough examination of the grammatical, syntactic, and morphological aspects of both languages, coupled with a creative and culturally attuned approach to bridging linguistic and cultural gaps. The aim isn't solely to convey the content in Ukrainian, but to do so (www.apqc.org) in a manner (doi.org) that captures the essence, mood, and vibrancy of the original dialogue. The translation process is a dynamic interplay of language, culture, and innovation, showcasing a profound immersion in the living language, a dedication to cultural understanding, and a penchant for creativity. This ensures that the translated content mirrors the richness and complexity of the Ukrainian linguistic and cultural milieu.

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ANNEX

Challenges and strategies in translation frequently used slangisms-neologisms in selected podcasts

Podcast Name	Episode	English Slang/ Neologism	Context	Ukrainian Translation	Strategy Employed
FuturTech	"Emerging Realities"	"Techie"	Refers to someone very interested in technology	"Технар"	Adaptation
Urban Legends Unleashed	"Ghostly Encounters"	"Creepypasta"	Scary stories shared on the internet	"Моторошні історії"	Adaptation
The Health Hackers	"Diet Myths"	"Clean eating"	Eating whole, unprocessed foods	"Здорове харчування"	Adaptation
Globetrotters	"Hidden Gems"	"Bucket list"	List of things to do before dying (en.wikipedia.org)	"Список мрій"	Adaptation
The Startup Journey	"From Zero to Hero"	"Bootstrap"	To start a business with limited resources	"Починати з нуля"	Domestication
Mind and Meditation	"Finding Peace"	"Zen out"	To relax deeply	"Поглиблено релаксувати"	Adaptation
Digital Nomads	"Work from Anywhere"	"Gig economy"	A labor market characterized by short-term contracts	"Економіка вільних замовлень"	Adaptation
The Comic Geek	"Superheroes Decoded"	"Fanboy"	A male fan, especially one who is obsessive	"Фанат"	Domestication
Eco Innovators	"Green Revolution"	"Upcycling"	Reusing discarded	"Переробка"	Adaptation

Podcast Name	Episode	English Slang/ Neologism	Context	Ukrainian Translation	Strategy Employed
			objects to create a product of higher quality		
The Language Lovers	"Slang Around the World"	"Code-switching"	The practice of alternating between two or more languages	"Перемикання мовами"	Adaptation
Historical Mysteries	"The Lost City"	"Deep dive"	An in-depth exploration of a topic	"Глибоке дослідження"	Adaptation
The Relationship Roadmap	"Love in the Digital Age"	"Ghosting"	Ending a relationship by stopping all communication without any explanation	"Зникати ніби привид"	Adaptation
Adventure Cast	"Thrill Seekers"	"Adrenaline junkie"	Someone who loves dangerous and exciting activities	"Шукач пригод"	Domestication
Finance Unfolded	"Cryptocurrency Craze"	"To moon"	A dramatic increase in cryptocurrency value	"Стрибок вартості"	Adaptation
The Culinary Corner	"Flavors of the World"	"Foodie"	Someone who has a particular interest in food	"Гурман"	Adaptation

Source: summarized by author on the basis of [11]