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**ADAPTATION OF LANGUAGE IN MEDIA CONTENT WHEN
TRANSLATING NEWS TEXTS FROM ENGLISH TO UKRAINIAN**

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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

АДАПТАЦІЯ МОВИ МЕДІА-КОНТЕНТУ ПРИ ПЕРЕКЛАДІ НОВИНИХ ТЕКСТАХ З АНГЛІЙСЬКОЇ МОВИ НА УКРАЇНСЬКУ

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INTRODUCTION

The course work is focused on analyzing and comparing the structure of news texts, highlighting key points and specific stylistic features in conjunction with the cultural context that require adaptation during translation. The work also emphasizes the importance of preserving the informativeness and authenticity of media content during translation while maintaining structural and stylistic language aspects.

The research is conducted to understand the most effective and accurate approaches to adapt news language during translation, meeting the requirements and expectations of the target audience, ensuring high quality and comprehensibility of media materials.

The theoretical basis of the research is based on various aspects of translation theory, linguistic correspondence, and peculiarities of media content. The main theoretical foundations for understanding and analyzing the adaptation of media language include various translation approaches, including literal, free, equivalent, and contextual translation, where each approach influences how a translator selects and adapts media content language for the target audience. Understanding the main stylistic features and peculiarities of news genres, as well as linguistic features of news that impact the way of adaptation. Studying the interaction between language and the target audience, including audience requirements and expectations regarding language use and stylistic differences. Analyzing approaches to translation, where the adaptation of news discourse plays a key role in preserving meaning and linguistic structure when changing the context. Understanding how cultural aspects influence the way translators adapt media content language, especially news, for different cultures and audiences.

The problem of adapting language in the translation of news texts is extremely relevant in today's information society for the following reasons: due to globalization and rapid technological advancement, the translation of news and media content has become crucial for international communication and understanding events. Media

content, particularly news, is disseminated worldwide, and language adaptation is key for effective understanding and engagement of diverse cultural audiences. In the face of information overload and a variety of information sources, the necessity for clear, precise, and understandable translation becomes critical for conveying important events. The quality of translating media content, especially news, directly impacts communication effectiveness, where accuracy and adaptability are vital for conveying the message. The development of artificial intelligence and machine translation demands the exploration of new approaches and methods for the high-quality adaptation of media content during translation.

The aim of the research is to investigate and analyze the processes of adapting the language of media content during the translation of news texts.

Research Objectives:

- to explore the history of translation in media: a study within the field;
- to identify trends in scholars' observations: the adaptation of media texts in translation;
- to review the development of a media translation library: key findings in print;
- to characterize the creation of glossaries and the study of media lexicon;
- to analyze the resource bank "Focus";
- to characterize methods of quality control in media translation through editing.

The subject of the research is the process of adapting language and content specific to media, particularly news, during translation into other languages.

The object of the research is the actual process of adapting language and content of media materials, especially news, during their translation into other languages.

The actual research material includes works by authors such as N. Akopyants, Y. Voloshchuk, N. Zhmayeva, O. V. Maksymenko, T. Oliynyk, O. A. Ostroushko, K. Teslieva, Y. O. Shevlyakova, Y. O. Shepel, and others.

Research Methods: descriptive, theoretical generalization, analysis and synthesis, induction and deduction.

The theoretical value of the research lies in the study and analysis of various aspects of language adaptation in media texts during the translation of news. This includes examining specific terms and stylistic aspects that arise when translating news from one language to another. Analyzing and clarifying approaches to language adaptation in media texts for better audience understanding and maintaining the essence of the original content. Studying linguistic patterns used in media texts for the adequate transmission of content and style.

The research contributes to understanding and analyzing different aspects of adapting language in media content during the translation of news. This involves examining specific terminology and stylistic nuances that arise during the translation of news from one language to another. Furthermore, it focuses on analyzing and elucidating approaches to language adaptation in media texts to enhance audience comprehension while preserving the essence of the original content. Additionally, the study delves into exploring the speech patterns utilized in media texts to ensure the accurate conveyance of content and style.

The practical value of the research lies in developing practical approaches and recommendations that can be applied in the translation process of media content, especially news texts. This includes developing methods and strategies to ensure the accuracy and adaptation of language in news texts while preserving their informativeness and style. Recommendations on language adaptation ease the understanding of news and enhance their accessibility for audiences of different language communities. The research helps maintain the essence and informational value of the original content, ensuring fidelity in conveying news through translation. New research and practical recommendations can enhance the level of professional competence among translators of media texts.

Structure and scope of the work: The coursework comprises an introduction, two main sections, conclusions, a list of references, and an appendix. The total volume of the work is 44 pages.

CHAPTER 1

KEY ASPECTS OF ADAPTING LANGUAGE FOR MEDIA CONTENT

1.1 History of the media translation: research in the area

In the history of media translation, significant transformations have taken place, starting from the emergence of the first journalistic texts in translation to contemporary strategies and technologies used in the field of media translation.

The history of translation in the media is a fascinating journey that has evolved alongside advancements in technology and the global expansion of media outlets. From the early days of print media to the modern digital age, translation has played a crucial role in bridging language barriers and connecting cultures.

In the early years of print media, translation was primarily used to bring foreign literature and news to a wider audience. Translators worked diligently to ensure accurate and faithful translations, often facing challenges due to linguistic nuances and cultural differences. This era saw the rise of renowned translators who played a vital role in shaping the literary landscape by introducing readers to works from different parts of the world.

With the advent of radio and television, translation in the media took on a new dimension. Live interpretation became crucial for international broadcasts, allowing viewers to understand speeches, interviews, and news reports in real-time. Simultaneous interpretation, where interpreters relay the translated message as the speaker is talking, became a staple in international conferences and events, enhancing global communication.

The emergence of the internet and digital media further revolutionized the field of translation. Online platforms provided a space for translators to connect with clients and collaborate on projects remotely. Additionally, machine translation tools and software, such as Google Translate, made translation more accessible to the general public. While these tools have their limitations, they have undeniably made translation more convenient and instantaneous.

Translation in the media has also faced unique challenges. The speed at which news spreads in the digital age demands quick and accurate translations, often resulting in tight deadlines for translators. Additionally, the nature of media content, such as slang, idioms, and cultural references, can pose challenges for translators who must find appropriate equivalents in the target language.

Despite these challenges, translation in the media has become increasingly essential in nowadays interconnected world. It enables people from different cultures to access information, entertainment, and news from around the globe. It promotes cross-cultural understanding and facilitates international cooperation.

As media continues to evolve and new technologies emerge, the role of translation will continue to adapt and expand. From subtitles and dubbing in films and TV shows to localization of video games and websites, translation in the media will remain a vital component in facilitating effective communication and global exchange of information.

Among the research conducted in this field, several scholars have contributed to the understanding and improvement of adapting the language of media content during the translation of news texts from various perspectives. Here is a brief summary of their work:

Akopyanets N.M. and Vorozhbit M. Yu (2016) conducted research on the lexical and stylistic features of translating English-language media texts into the Ukrainian language. They studied the styles and expressive means used in media content and how to adapt them for the Ukrainian audience, discussing challenges related to reproducing similar effects in translation and the importance of maintaining style and expressiveness in media content translation.

Voloshchuk Y. and Zhmayeva N. (2020) studied the specifics of translating English-language news texts into Ukrainian, particularly focusing on OSCE news. They explored how to adapt news content from borrowed languages while preserving accuracy and informativeness.

Demetska V.V. (2017) examined the concept of adaptation from the perspective of translation studies and cultural studies. She discussed the importance

of considering cultural aspects during the translation of media content and their influence on audience perception.

Maksymenko O.V. (2004) researched the ethnocultural dimensions of translating news texts, focusing on the importance of considering cultural realities and context in translating media content.

Shevlyakova Y.O. (2013) delved into the peculiarities of Internet media discourse. She investigated how to adapt Internet media content for the Ukrainian audience, considering the specifics of online communication.

Shepel Yu.O. (2013) researched media discourse as a means of manipulative influence on the reader, aiming to define methods for adapting media content to achieve specific goals in manipulating the audience.

Each of these scholars contributes a unique perspective to understanding and refining the adaptation of language in media content during the translation of news texts.

The history of translation in media indicates a progressive development and transformation in this field over time. From the initial stages, focusing on information transmission without significant changes in the style and expressiveness of texts, we have moved toward contemporary technological innovations that impact the translation and editing processes of media content.

1.1 The tendencies in scholar observations: adapting media texts in translation

The modern world of media communication, in all its diversity, demands adaptive approaches to the translation of media texts. Since the emergence of media, translation processes have become a significant component of interaction between cultures, languages, and audiences.

The discipline of studying adaptation has come a long way from its academic inception in research related to novels adapted into films. Since George Bluestone's seminal work "Novels into Film" in 1957, often considered the starting point of modern Anglo-American adaptation studies, this discipline has continually expanded

its methodology and the material that scholars are willing to consider as adaptation (Tesleva K. and Derik I., 2020). Others have included research on media franchises as dependent on adaptation.

Linda Hutcheon, drawing on the work of Jill L. Levenson, refers to these processes as “rooting”, which involves examining the ways in which cultures adapting stories change narratives according to their own tastes and interests, aligned with the politics, ethics, and aesthetics of their time (O`Connor A., 2022, p. 8).

Scientists have observed several trends in the adaptation of media texts in translation. One trend is the increasing emphasis on public engagement with science communication, challenging the quasi-monopoly of science journalism. Another trend is the growing focus on audiovisual translation (later in the text – AVT), which is an area of study within Translation Studies. Additionally, scientists have noted the importance of adapting translations based on collocation and cultural references to ensure the accuracy and relevance of news texts. These observations highlight the ongoing evolution and advancements in the field of translation in media. (Belle M. & Hosington B. M., 2019). In modern translation theory, the term «adaptation» is primarily used in two senses. Firstly, it defines a specific translation technique that involves substituting the unknown with the known, the unusual with the familiar. Secondly, it denotes a way to achieve equivalence in the communicative effect between the original text and the translated text. (O`Connor A., 2022, p. 17).

Translators increasingly focus on preserving cultural nuances and context in media texts. This involves not only linguistic translation but also adapting cultural references, humor, and idioms to make them more accessible and relevant to the target audience.

The integration of technology in translation processes has become more prevalent. Machine translation tools, such as neural machine translation, are being used to assist human translators in handling large volumes of content quickly. However, the human touch remains essential for nuanced and context-specific adaptations.

With the rise of multimedia content, including video, audio, and interactive elements, translators are adapting to new challenges. They need to consider not only the written word but also the visual and auditory components of media texts, ensuring a seamless and coherent experience for the audience.

Transcreation, a blend of translation and creative adaptation, is gaining prominence. In marketing and advertising, especially, there is a growing emphasis on going beyond literal translation to create content that resonates emotionally and culturally with the target audience.

The prevalence of social media and online platforms has changed the way media is consumed globally. Translators are adapting to the rapid pace of content creation on these platforms, addressing the need for quick and agile translation to keep up with trends and discussions (Kapyurova, O.V. (2013).

The awareness of the importance of accessibility and inclusivity in media has led to an increased focus on translating content in a way that considers diverse audiences. This involves not only language translation but also ensuring that the content is accessible to individuals with different abilities and backgrounds.

Quality assurance processes have become more sophisticated, with an increased emphasis on thorough review and editing. This is crucial for maintaining the integrity of the original message while adapting it effectively for a different cultural or linguistic context.

Collaborative translation approaches, involving multiple translators, subject matter experts, and cultural consultants, are becoming more common. This collaborative effort ensures a more comprehensive and accurate adaptation of media texts.

Keep in mind that these trends may evolve over time as new technologies and cultural shifts influence the landscape of media and translation. Stay updated with the latest research and industry practices for the most current insights.

Scholars examining the adaptation of media texts in translation focus on several key aspects that determine the effectiveness of this process. One of the major

trends involves a careful study of cultural differences that affect the perception and interpretation of media texts.

The mentioned trends in research indicate a significant increase in scholars' interest in the adaptation of media texts in translation, aiming to further refine strategies and methods for more successful communication across linguistic and cultural barriers.

1.3 Elaborating the library of media translations: the main results in print

Development of a media translation library involves creating and managing specialized resources aimed at facilitating the translation of media content. These libraries include various resources such as translation databases, terminology dictionaries, text corpora, statistical models, software tools, and other instruments aimed at improving the quality and productivity of translating media texts.

The primary aspects of developing a media translation library include:

This involves the creation of databases with translations, terminology dictionaries, and other materials that help translators work effectively in the media field. This process includes the following components: formation of databases containing existing translations or text corpora that can be used as resources for translators when working on new texts. Creating and updating terminology dictionaries containing terms specific to the media field, as well as other specialized resources that assist translators in their work. Gathering and creating text corpora that aid in the analysis and development of language models to enhance translation quality. Developing software tools and instruments aimed at automating certain translation stages and facilitating translators' work. Establishing standards and principles for working with resources to ensure a unified approach to creating, storing, and using resources within the library (Zaritsky M. S., 2004).

The process of creating databases to support translation in the media sphere involves several key stages. First and foremost, a database is compiled, containing existing translations or text corpora that become accessible resources for translators

when working on new materials. For instance including tracking progress, teamwork, and managing translation resources.

Using modern technologies such as machine learning and artificial intelligence to automate translation processes and improve translation quality. Some key aspects of these innovations include: application of machine learning and artificial intelligence methods for developing automatic translation systems that help improve translation speed and quality. Utilization of specialized software tools for managing the translation process, including tracking progress, teamwork, and managing translation resources. Development of systems that help translators make decisions during translation, taking into account various linguistic and cultural nuances. Use of algorithms for recognizing and analyzing natural language, which helps in automatically understanding, analyzing, and generating text in different languages. Use of cloud solutions and technologies for storing and exchanging resources among translators and for remote access to translation tools (Kolomiets S. & Solodina A. S., 2014, p. 171).

The use of modern technologies, such as machine learning and artificial intelligence, significantly transforms the translation process, making it more efficient and accurate. A set of key aspects of these innovations opens up new possibilities in the field of translation. Application of machine learning methods to create automatic translation systems that learn from extensive text volumes and adapt to context. An example is Google Translate and Reservo, which uses neural networks to enhance translation accuracy.

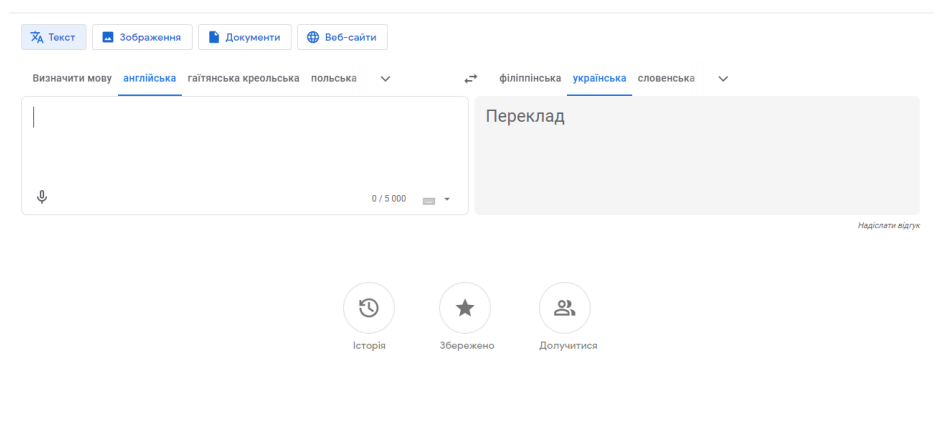


Fig. 1.1. Google Translate

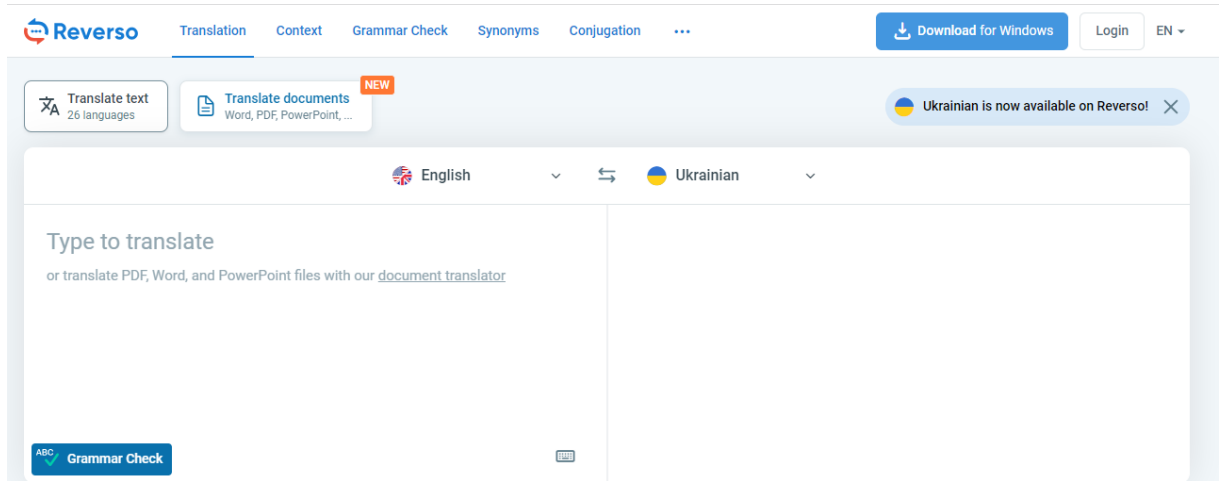


Fig. 1.2. Reverso Translate

Utilization of tools like SDL Trados Studio or MemoQ, providing the ability to track translation progress, fostering teamwork, and aiding in resource management.

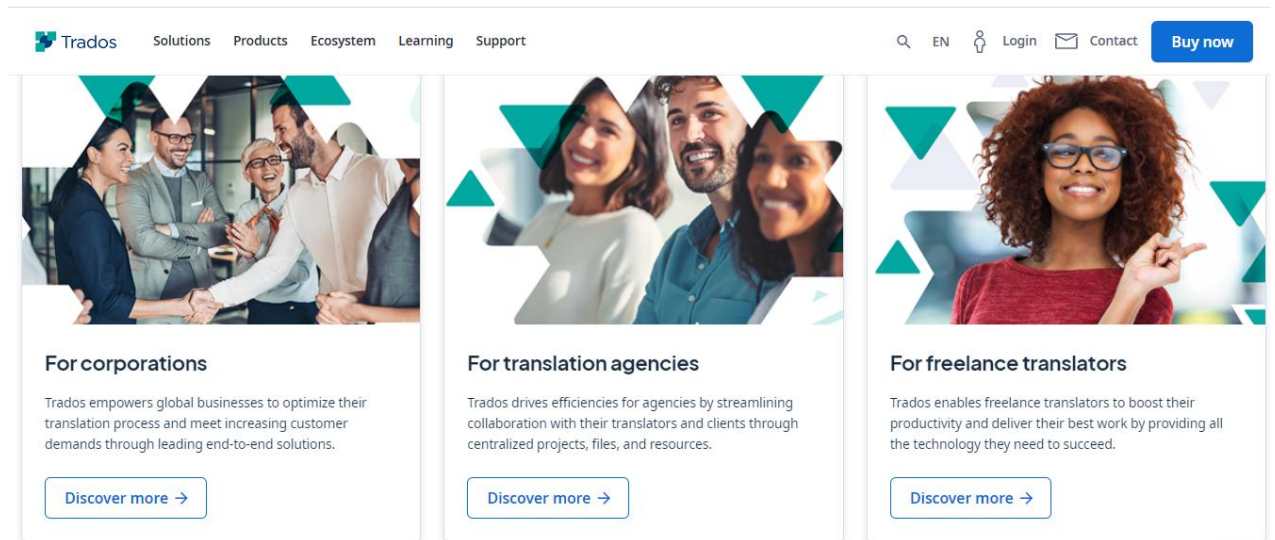


Fig. 1.3. SDL Trados Studio

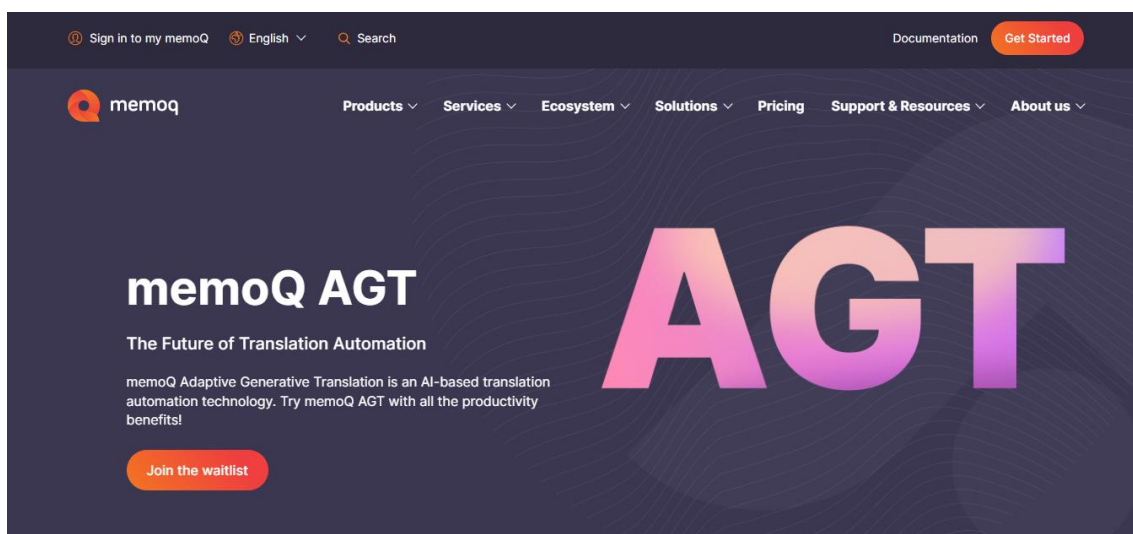


Fig. 1.4. MemoQ

Implementation of algorithms, such as those employed in Microsoft Azure Cognitive Services, for automatic understanding, analysis, and text generation in various languages.

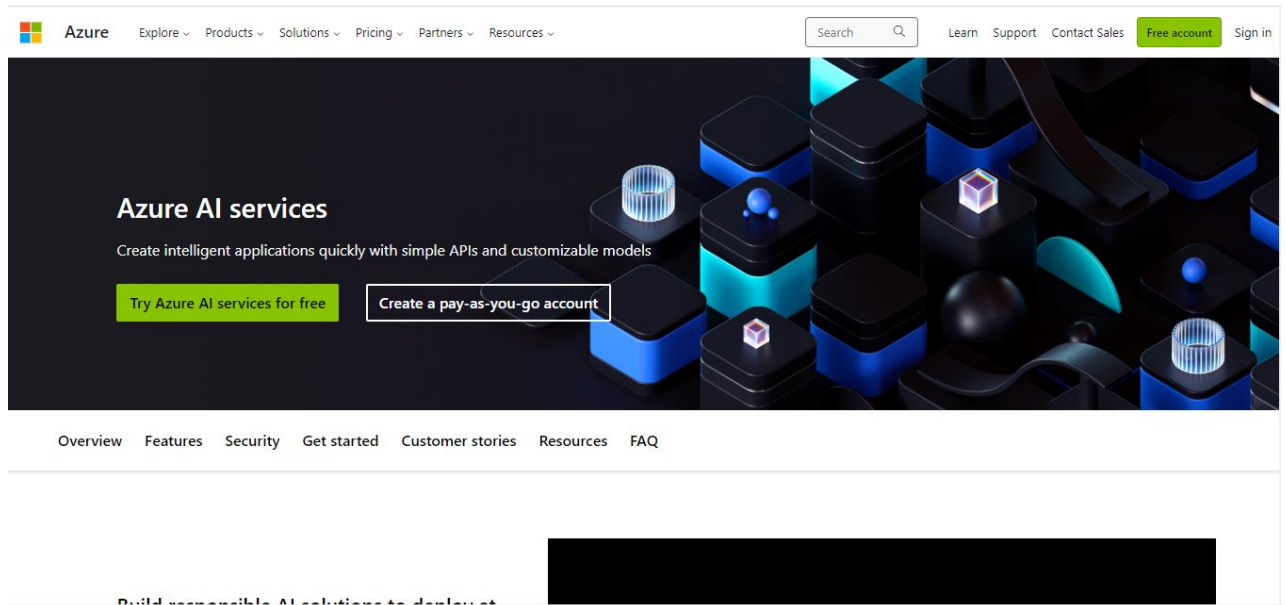


Fig. 1.5. Microsoft Azure Cognitive Services

Deployment of cloud infrastructures, for instance, in AWS or Microsoft Azure, for storing and exchanging resources among translators, as well as facilitating remote access to translation tools. Google Cloud Translation API serves as an example of a cloud service for automatic translation.

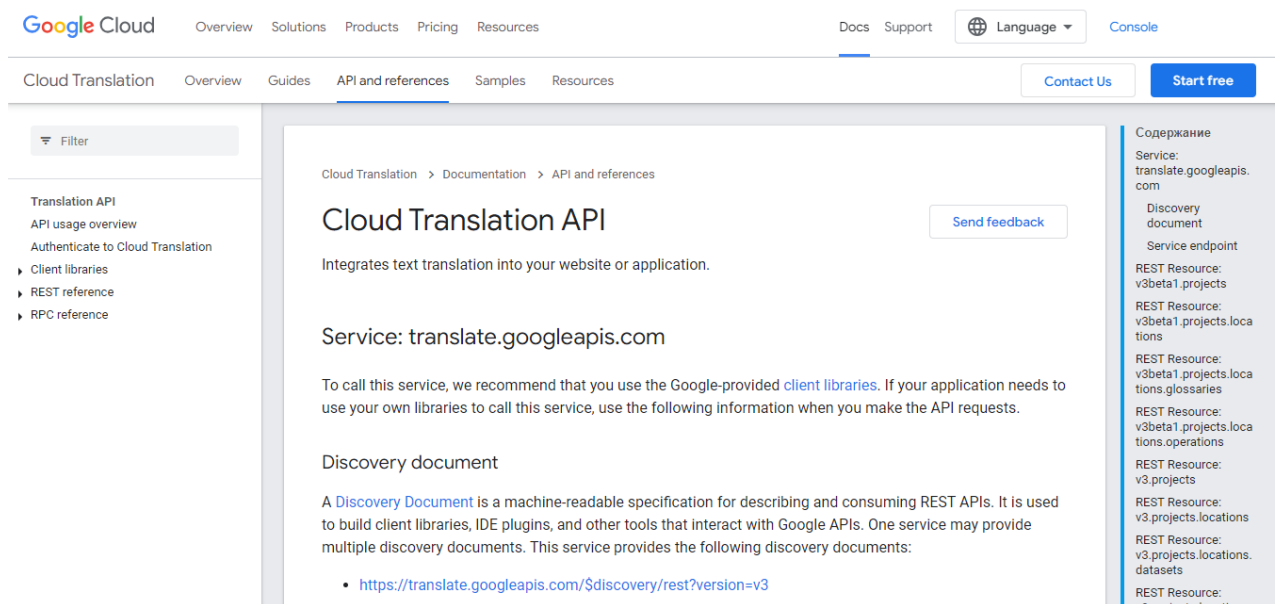


Fig. 1.6. Google Cloud Translation API

The development of libraries aims to simplify and optimize translators' work processes, enabling them to complete tasks more quickly and effectively. Key aspects of optimizing work processes in this context include: using programs and systems to automate certain translation stages, such as reviewing, analyzing, or searching for and selecting appropriate resources. Developing standards that unify the approach to creating, organizing, and utilizing translation resources to enhance consistency and simplify collaborative work. Employing specialized systems for resource and project management, allowing efficient organization, storage, and use of translation data. Creating systems that allow easy and swift implementation of new features and interaction with other software products for collaboration and resource exchange. Implementing methods aimed at enhancing the quality and productivity of work processes through the application of new translation technologies and methods.

Library resources help maintain consistency and improve translation quality by providing access to unified resources for translators. Key aspects of this process include: developing quality control standards and procedures to ensure translations meet specific criteria and standards. Involving experienced translators, editors, and specialists from various fields to assess and maintain high translation quality. Using specialized software tools that help identify and correct translation errors while automatically ensuring consistency and style (Zaritsky M., 2004). Providing opportunities for training and development for translators and professionals to enhance their qualifications and improve skills. Implementing systematic processes that ensure checking, editing, and quality control at each stage of translation.

These libraries evolve and integrate with other media platforms to ensure convenience and accessibility of resources for translators and users. Key aspects of this process include: consolidating diverse translation resources such as terminology databases, glossaries, and other essential sources to enhance translation processes. Continuously improving the media translation library system by implementing new technologies, methods, and approaches to enhance work quality and efficiency. Implementing innovative approaches and solutions to improve the functionality and usefulness of the media translation library. Providing opportunities for collaboration

and information exchange with other similar systems and users to create collective solutions and enhance operations. Granting users of the library the opportunity to voice their needs and suggestions for system improvement.

As I have tested the evolving media translation library system, my feedback is rather positive as it seamlessly integrates cutting-edge technologies like machine learning, making the translation process more accurate and efficient. The incorporation of innovative approaches ensures that translators have access to the latest tools, ultimately improving the overall quality of translations.

Implementing innovative approaches and solutions to improve the functionality and usefulness of the media translation library is crucial. For instance, the integration of real-time collaboration features has significantly enhanced teamwork among translators, allowing for a more streamlined and collaborative translation process.

Providing opportunities for collaboration and information exchange with other similar systems and users is a forward-thinking strategy. Through my experience, I've witnessed how this collaborative approach fosters a rich ecosystem where diverse perspectives contribute to the continuous improvement of translation tools and resources.

Therefore, the development of a media translation library requires continuous evolution and optimization directed towards ensuring high-quality translations and meeting users' needs in working with media texts.

CHAPTER 2

TECHNICAL ASPECTS OF ADAPTING LANGUAGE FOR MEDIA CONTENT

2.1. Creating terminology lists and learning the media lexicon

Creating terminology lists and studying media lexicon in the context of translating media content is an important step to ensure accuracy and clarity in translations. This phase demands a profound understanding of the terminology and vocabulary used in media texts for confident and appropriate content replication in a new language.

The creation of term lists for translating media terms requires a systematic and comprehensive approach. Here are a few steps that can aid in this process:

Thoroughly analyzing the media texts planned for translation. Identifying key terms, phrases, terminologies, and specific expressions that are consistently repeated. Preparing a database or electronic spreadsheets for storing and organizing terms. Categorizing terms by thematic groups or fields. Searching for equivalents or closely related terms in the language you are translating into. This can be done through dictionaries, online resources, as well as consulting with colleagues or experts in the field. Creating standards and rules for using terms in translation to ensure consistency and coherence. Continuously updating the term base considering new terms and expressions emerging in media content. During translation, checking the effectiveness and usage of terms. Seeking feedback from users, translators, or editors to refine term lists (Oleynik T., 2007, p. 271).

Creating terminology lists for translating media content is a continuous process that demands attention, systematicity, and collaboration between translators and experts in the respective field to ensure high-quality translations. For effective translation and adaptation of media texts, a translator must be aware of and study the specific lexicon that is characteristic of particular genres, fields, or media platforms.

Studying the media lexicon is a crucial component for translating and understanding the specifics of media texts. This process involves researching and analyzing the specific vocabulary, terms, expressions, and phrases used in the media. Learning the media lexicon involves compiling dictionaries and terminology bases that reflect the language specifics used in media content. This includes examining the specific vocabulary used in various media spheres, such as journalism, advertising, online publications, television, and radio. Learning the media lexicon entails understanding the language characteristics and specifics of different types of media content. After studying the media lexicon, a translator can adapt the text for the target audience while retaining the original meaning and style. Continuous study of the media lexicon allows the translator to stay abreast of new trends and changes in the language used in media (Shepel Yu. O., 2003, p. 20).

Studying the media lexicon involves analyzing the context in which media content is used. This helps in understanding the peculiarities of linguistic expression and terminology employed in the media. Such study assists translators in providing accurate and adequate translations, considering the audience's specifics and the context of usage.

Awareness and utilization of these elements enable translators to adapt media content to the language and culture of the target audience, ensuring clarity and relevance of messages disseminated through various media formats.

Creating an adequate glossary contributes to precise and standardized translations, maintaining terminological consistency across different media formats. Paying particular attention to studying the media lexicon allows for consideration of context and peculiarities of various media platforms, ensuring precise translations that are understandable and adapted to the target audience.

2.2. The resource bank “Focus”

The media resource “Focus” has become a notable information source that actively engages with its audience, providing diverse content, including news,

analyses, and various materials. There's a significant need for technical aspects governing the language adaptation process for media content to ensure high quality and efficiency in this process. Based on the analyzed "Focus" resource, I have completed the glossary of media terms (annex).

Examples in applications collectively illustrate the diverse landscape of media and technology, from the magic of animation to the structured repositories of data and the immersive experiences provided by wireless headphones and virtual environments. Each term paints a unique picture within the ever-evolving canvas of our modern digital age. The technical aspects of adapting language for media content include a range of terms and concepts related to various aspects of technologies and processes used in the media industry. This glossary encompasses terms associated with media production, technical aspects of video production, editing, digital tools, software, and communication technologies used in modern media.

This glossary reflects the meanings and usage of terms that represent key technical aspects in the media sphere, which can be beneficial for media professionals, translators, researchers, and anyone interested in the technical aspects of creating media content (Adams T. R. & Barker N., 1993, p. 13).

The technical aspects of adapting language for media content on the «Focus» media resource encompass a wide range of technologies and methods aimed at optimizing content for audiences of different categories and platforms. The «Focus» media resource effectively utilizes technical means to adapt its language content, ensuring its accessibility and attractiveness to a broad range of users. Optimization for various media platforms, including content adaptation for mobile devices, websites, social networks, and so on, helps achieve a greater audience reach.

2.3. The ways to control quality of the media translation via editing

Quality control in translation is a crucial aspect ensuring the accuracy, adequacy, and professionalism of the translation within a media context. As media content increasingly reaches global audiences across different languages and cultures,

it's important to ensure that the translation reflects the original content according to the audience's requirements and media standards. One of the key tools playing an important role in translation quality control is editing.

Editing, in the context of media translation, is defined as the process of thorough review, correction, and refinement of the translation to improve language quality and content delivery. This process plays a crucial role in rectifying errors, enhancing style, and adapting the translation to meet the requirements of a specific media platform or audience (Maksimenko O.V., 2004, p. 32).

Quality control of media translation through editing involves specific methods and strategies aimed at refining the translation and adapting it to the requirements of a particular media platform. Here are some of the most effective methods:

The quality control in translation is a key aspect to ensure the accuracy, adequacy, and professionalism of the translation in a media context. As media content becomes increasingly globally distributed across various languages and cultures, it is important to ensure that the translation reflects the original content according to the audience's requirements and media standards. One of the key tools that plays an important role in translation quality control is editing.

Editing, in the context of media translation, is defined as the process of careful review, correction, and improvement of the translation to enhance language quality and content transmission. This process plays a crucial role in rectifying errors, improving style, and adapting the translation to the requirements of a specific media platform or audience.

Quality control in media translation through editing has its specific methods and strategies that help refine the translation and adapt it to the requirements of a particular media platform. Here are some of the most effective methods:

The editor reviews the translation, rectifying errors and addressing stylistic or grammatical shortcomings. They also consider the characteristics of the media platform and the audience. This process involves several steps: The editor reads the translation to grasp the overall meaning and ensure it corresponds to the context of the original text. Corrections are made to any grammar, spelling, or stylistic mistakes

to ensure the text's accuracy and clarity. Adapting the text to the style of a specific media platform, including its tone, writing style, and audience specificity. The editor considers the requirements of the media platform itself. Checking the text for accuracy and fidelity to the original, especially when the translation involves specific terms, technical concepts, or information that might impact the content. It's crucial to consider the needs and expectations of the target audience, ensuring that the text is understandable and appealing to readers.

The editor assesses whether the content and context of the original material have been successfully preserved in the translation. It's important to ensure that the adaptation aligns with the tone and purpose of the original text. Contextual analysis in media translation involves examining and understanding the context in which the translation is implemented, including: understanding and considering cultural nuances and realities that might affect how readers perceive the text, including the use of expressions, metaphors, national images, etc. A deep understanding of the subject matter being translated, ensuring the accuracy and adequacy of information transmission. Analyzing the audience to reflect language specifics, expressions, terms, and style that are comprehensible and sought after by the target audience. Understanding how and where the text will be used, as the format and style of the text may vary based on the media platform (website, social media, print publications, etc.). Considering timeframes and deadlines, as well as real-time events, as the context might change based on time and events. Understanding the media format, its constraints, and possibilities, as this influences the text structure.

This approach focuses on verifying the accuracy of terms, names, facts, and other information that might influence the interpretation of the text. Checking the translation accuracy in the media sphere requires several strategies: reviewing the translation for its adherence to the original text to determine the accuracy of conveying content and information. Involving experienced professionals who can analyze the translation from lexical, grammatical, and stylistic language perspectives. Using multiple translators to assess the consistency and accuracy of the chosen translation. Employing specifically designed tasks to check the accuracy of the

translation, covering various language aspects and content specifics. Applying machine translation or specialized programs to compare different versions of the translation. Surveying the target audience to evaluate the perception of the translation and identify inconsistencies (Senna L. Yu., 2022, p. 285).

The edited text must conform to the stylistic requirements of the media platform and its audience. The text should be easy to comprehend and align with the particular media form (e.g., journalistic style, academic style, etc.). Key aspects of this process include: analyzing the original text to determine specific style features in terms of vocabulary, grammar, and style. Adapting the translation to the target audience, considering their preferences and cultural specifics. Ensuring the correspondence of tone and themes with the original text, emphasizing its mood and intention. Maintaining stylistic unity and consistency throughout the text, avoiding contradictions and discordance. Considering the stylistic requirements of a particular publisher or media platform. Improving grammatical correctness and the syntactic structure of the text.

The editor's assessment is based on understanding the target audience and their expectations. The translation needs to be adapted to be interesting and comprehensible for the target audience. Key aspects of the audience audit include: age, gender, location, education, social status, and any other key characteristics that aid in creating a profile of the target audience. Studying how the audience interacts with the content (average time spent, pages they visit, reactions to content, etc.). Understanding what interests the audience, their needs, and desires that can be fulfilled through your content or services. Types of media they use, communication methods, networks, and platforms they are active on. Assessing the values, beliefs, preferences, and lifestyles of your audience.

In cases where the translation includes facts, additional verification is crucial to ensure their accuracy and reliability. The verification process may involve these steps: checking the source of information. This can involve establishing the source, searching for other sources that corroborate the same information. Evaluating the authority, reputation, and credibility of the website, publication, or source

disseminating the information. Fact-checking numerical data or statistics provided by verifying their correspondence to reality and relevant sources. Presenting information in context, checking if the situation is accurately represented and if the original information is not taken out of context. Checking the confirmation of facts through documentary evidence, factual materials, or known sources that can corroborate the information received.

Each of these approaches is part of a broader editing strategy aimed at achieving the highest quality of translation, considering the specifics of media content and audience expectations.

Quality control methods for media translation through editing encompass a thorough analysis of the translation, spelling and grammar corrections, attention to adherence to stylistic nuances of the original content, and cultural aspects. Collaboration with experienced editors is crucial as they can detect and rectify errors, enhance the sound.

CONCLUSIONS

During the investigation dedicated to adapting language for media content in the translation of news texts, key aspects of this process were identified. The history of translation in the media was examined from various perspectives, providing valuable insights into the evolution of this field. Trends observed by researchers regarding the adaptation of media texts in translation point towards ongoing development and changes in this sphere. One of the significant outcomes of the research lies in the development of a media translation library, which can serve as a valuable resource for professionals in the translation field. Technical aspects of adapting language for media content help ensure the accuracy and stylistic adequacy of news text translations. Additionally, methods for quality control in media translation through editing are an important component in the process of translating news texts. They enable the correction of errors and enhancement of translation quality before publication.

The perspectives of researching language adaptation for media content in the translation of news texts are an important direction for further development. Some potential perspectives include the emergence of new technologies, such as machine learning and artificial intelligence, which may contribute to automating the process of translating media content. One research direction could be the analysis of the influence of cultural particularities on language adaptation for media content. Understanding this aspect could enhance the perception of translation by taking into account the characteristics of the target audience. Observing changes in media content will help understand how language evolves in media and how this impacts the translation process. Defining criteria and quality standards for media translations can aid in improving the professional quality of news text translations. Considering the impact of new media formats such as video, audio, animation, etc., on the linguistic aspect of translation is also essential.

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ANNEX

50 речень для визначення адаптації мови медіа-контенту при перекладі новинних текстів на матеріалі медіаресурсу «Фокус»

№ з/п	Українська	Англійська
1	Українська блогерка Аліна Шаманська, авторка подкасту «Розлючена» на Youtube, у якої в Instagram понад 1,3 млн підписників, детально розповіла та показала як вона з сином відсвяткувала Геловін в Каліфорнії. Про це вона розповіла в Instagram.	Ukrainian blogger Alina Shamanska, the host of the 'Furious' podcast on YouTube, with over 1.3 million followers on Instagram, elaborately described and showed how she and her son celebrated Halloween in California. She shared this on Instagram.
2	Королівська сім'я Британії із запізненням видалила офіційний титул принца Гаррі зі свого вебсайту — більш ніж за три роки після того, як він і Меган Маркл залишили свої обов'язки.	The British Royal Family removed Prince Harry's official title from their website with a delay of over three years after he and Meghan Markle relinquished their duties.
3	Хакери почали використовувати технологію Android WebAPK, щоб змусити людей встановлювати шкідливе програмне забезпечення на свої пристрої, повідомляє Techradar. За даними кібервідділу Польської фінансової інспекції невідомі зловмисники почали надсилати клієнтам текстові повідомлення, видаючи себе за польський банк PKO Bank Polski.	Hackers have begun using the Android WebAPK technology to force people to install malicious software on their devices, as reported by Techradar. According to the cybersecurity division of the Polish Financial Supervision Authority, unknown perpetrators have started sending clients text messages, pretending to be the Polish bank PKO Bank Polski.
4	Компанія Google без зайвого галасу відкрила доступ до свого чат-бота Bard для всіх українців, повідомив у своєму телеграм-каналі Міністр цифрової трансформації Михайло Федоров. За його словами, чат-бот отримав безліч корисних функцій на відміну від ранніх версій.	Google has quietly opened access to its chatbot Bard for all Ukrainians, announced Minister of Digital Transformation Mykhailo Fedorov on his Telegram channel. According to him, the chatbot has received numerous useful features compared to its earlier versions.
5	Користувачі скаржаться на блокування внутрішньої пам'яті, через що гаджети не запускаються або не можуть нормально працювати. Google виправила проблему, але тільки частково.	Users complain about the internal memory being blocked, which prevents gadgets from starting or operating properly. Google has fixed the issue, but only partially.
6	Українська група хакерів Cyber Anarchy Squad зламала російську "Єдину систему ідентифікації та аутентифікації" (ЄСІА) та викрала персональні дані росіян. Частина бази даних була розміщена на Telegram-каналі DumpForums.	The Ukrainian hacker group Cyber Anarchy Squad hacked the Russian «Unified System of Identification and Authentication» (USIA) and stole personal data of Russians. Part of the database was posted on the Telegram channel DumpForums.
7	У Латвії з роботи звільнили чоловіка, який у робочому чаті поставив емодзі «палець вгору» під повідомленням	In Latvia, a man was fired from his job for using the «thumbs up» emoji in a work chat under the boss's message about attendance at

	керівника про явку до офісу, а сам не прийшов. Суд визнав лайк письмовою згодою.	the office, while he didn't show up. The court recognized the like as written consent.
8	32-річна сестра американської співачки Брітні Спірс, Джеймі Лінн, поставила лайк під постом ресурсу People, де повідомляється про розлучення артистки з її чоловіком Семом Асгарі, помітили журналісти Daily Mail.	The 32-year-old sister of American singer Britney Spears, Jamie Lynn, liked a post on People magazine's report about the artist's divorce from her husband Sam Asghari, as noticed by Daily Mail journalists.
9	Колись, ще на кнопкових телефонах Bluetooth був дуже популярний. Через цей бездротовий модуль, що підтримував зв'язок між пристроями на відстані приблизно в 10 метрів, любили пересилати фото та музику. Потім його слава дещо померкла, адже для передавання даних з'явився інтернет і файли стало зручніше та швидше пересилати через різні сховища, а зараз через популярний месенджер Telegram. Але поява смарт-годинників і широкого спектра бездротових навушників знову зробили Bluetooth популярним.	Once, even on button phones, Bluetooth was very popular. This wireless module, which supported communication between devices at a distance of about 10 meters, was often used to transfer photos and music. Then its fame dimmed somewhat, as the internet emerged for data transfer, making it more convenient and faster to send files through various storage means, and now through the popular messenger Telegram. However, the advent of smartwatches and a wide range of wireless headphones have made Bluetooth popular again.
10	Згідно з текстом судового рішення, обвинувачена користувалася забороненою в Україні соціальною мережею «Однокласники». У період із березня по травень 2023 року жінка поділилася на своїй сторінці трьома публікаціями, які алгоритми соцмережі автоматично відобразили у стрічці її 178 друзів.	According to the court decision, the accused used the banned in Ukraine social network «Odnoklassniki». During the period from March to May 2023, the woman shared three posts on her page, which were automatically displayed in the news feed of her 178 friends by the social network's algorithms.
11	Чутки про римейк ходили вже давно, і 2016 року до нього приєднався Чад, який також є режисером бойовика-трилера «Джон Вік».	Rumors about the remake had been circulating for a long time, and in 2016, Chad, who is also the director of the action-thriller «John Wick», joined it.
12	У цих повідомленнях містилася «троянська» програма, яка знімає інформацію з телефонів і перенаправляє її на українські сервери. Наразі потік інформації, зокрема й конфіденційної, триває.	These messages contained a «trojan» program that extracts information from phones and redirects it to Ukrainian servers. Currently, the flow of information, including confidential data, is ongoing.
13	У Липецькій області, у місті Грязі, пройшла незвичайна для російської реальності вечірка. На дитячому святі гостей розважали аніматори у костюмах персонажів Хаггі Ваггі, заборонених в РФ, під пісню «Гуляночка» Верки Сердючки.	In the Lipetsk region, in the city of Gryazi, an unusual party took place for the Russian reality. At a children's celebration, guests were entertained by animators dressed as characters Haggy Waggy, which are prohibited in the Russian Federation, to the tune of «Gulyanka» by Verka Serduchka.
14	Влада Німеччини у вівторок, 24 жовтня, повідомить хороші новини для України. Таку заяву в ефірі телемарафону зробив міністр закордонних справ Дмитро	The German government will announce good news for Ukraine on Tuesday, October 24. This statement was made in the broadcast of a telethon by the Minister of Foreign

	Кулеба, однак подробиць не уточнив.	Affairs, Dmytro Kuleba, without specifying details.
15	На скандальному матчі в столиці Румунії фанати розгорнули банери зі словами «Косово — це Сербія» і «Бессарабія — це Румунія». Судді довелося зупинити гру.	"At the scandalous match in the capital of Romania, fans displayed banners with the words «Kosovo is Serbia» and «Bessarabia is Romania.» The judges had to stop the game.
16	На кордоні в Житомирській області встановлено великий проектор, на якому показані всі злочини, які скоїли ЗС РФ після вторгнення в Україну з боку Білорусі.	At the border in the Zhytomyr region, a large projector has been set up, showing all the crimes committed by the Russian Federation's armed forces after the invasion of Ukraine from Belarus.
17	Після бомбардувань складу видавництва на початку широкомасштабного вторгнення вдалося евакуювати кілька мільйонів книжок. Наразі відновлено всі логістичні ланцюжки, обслуговування клієнтів задубльовано на кількох майданчиках заради безпеки.	After the bombings of the publishing warehouse at the beginning of the large-scale invasion, several million books were successfully evacuated. Currently, all logistical chains have been restored, and customer service has been duplicated across multiple locations for safety.
18	Що буде, якщо змусити поговорити два штучні інтелекти? Це питання поставив собі український професор Михайло Колісник, посадив за один віртуальний стіл відомі чат-боти ChatGPT і Bard — і ось що вийшло.	What will happen if two artificial intelligences are forced to converse? This question was posed by the Ukrainian professor Mykhailo Kolisnyk, who sat the well-known chatbots, ChatGPT and Bard, at one virtual table - here's what came out.
19	Оттава оголосила про виявлення онлайн-кампанії, пов'язаної з Китаєм, у межах якої боти поширювали дезінформацію та пропаганду на соціальних медіаакаунтах канадських парламентаріїв, включно з акаунтом прем'єр-міністра Джастіна Трюдо.	Ottawa announced the detection of an online campaign associated with China, where bots spread disinformation and propaganda on social media accounts of Canadian parliamentarians, including the account of Prime Minister Justin Trudeau.
20	Кампанія з розміщення спам-коментарів, що використовує нові та зламані соціальні медіаакаунти, щоб розмістити велику кількість повідомлень, відбулася в серпні та вересні.	The spam-comment posting campaign, utilizing new and hacked social media accounts to place a large number of messages, took place in August and September.
21	Дискусія про човни Калігули знову розгорілася після того, як археологи виявили, що нацисти не несуть відповідальності за їхнє знищення.	The debate over Caligula's barges reignited after archaeologists discovered that the Nazis were not responsible for their destruction.
22	На екрани кінотеатрів виходить нова екранізація детективних пригод Еркюля Пуаро. Чого очікувати від нового фільму з Кеннетом Браною.	The new screen adaptation of the detective adventures of Hercule Poirot is hitting the movie theaters. What to expect from the new film starring Kenneth Branagh.
23	Інтерактивний глобус дозволяє «прожити» найзнаковіші моменти Землі або, якщо затиснути ліву чи праву клавіші на клавіатурі, подивитися, як континенти розпадалися та сходилися, формуючи звичну для нас форму планети. Крім того,	The interactive globe allows you to «experience» the most significant moments of Earth or, by pressing the left or right keys on the keyboard, see how continents split and merged, forming the familiar shape of the planet. Additionally, the map offers

	на карті є опції, які дозволяють вибрати ваше місто на стародавньому глобусі Землі, переміститися в певний проміжок часу чи певні важливі моменти в історії нашої планети.	options that allow you to select your city on the ancient globe of Earth, move through a specific time frame, or explore certain pivotal moments in the history of our planet.
24	Незабаром у мережу потрапили й відеокадри, де можна побачити юну Брітні, яка намагається вразити своїм акторським талантом кастинг-команду.	Shortly thereafter, videos emerged online showcasing a young Britney attempting to impress the casting team with her acting talent.
25	Відео з простими, але дієвими лайфхаками швидко стають вірусними та набирають багато переглядів.	Videos with simple yet effective life hacks quickly go viral and accumulate numerous views.
26	На прохання соціальної мережі шахрай надав на доказ фальшивий некролог, опублікований в інтернеті. Адміністратори незабаром розібралися в ситуації та розблокували обліковий запис Адама Моссері, проте іншим жертвам такого шахрайства доводиться чекати кілька днів чи тижнів.	At the request of the social network, a scammer provided a fake obituary as evidence, published on the internet. Administrators soon sorted out the situation and unblocked Adam Mosseri's account, but other victims of such fraud have to wait several days or weeks.
27	У вересні алгоритми Instagram «увічніли» пам'ять Адама Моссері, визнавши його фейкову загибель.	In September, Instagram's algorithms «immortalized» the memory of Adam Mosseri, acknowledging his fake death.
28	Цьогоріч оголошення Нобелівської премії з хімії супроводжувалося несподіваним казусом: імена лауреатів стали відомі ще до офіційного оголошення.	This year, the announcement of the Nobel Prize in Chemistry was accompanied by an unexpected incident: the names of the laureates became known before the official announcement.
29	Папарацці більше не залишили причин для сумнівів у тому, що між Беном і Дженніфер все серйозно.	The paparazzi no longer left any doubt that things between Ben and Jennifer are serious.
30	Національна рада з питань телебачення і радіомовлення спільно з іншими профільними органами працює над питанням регулювання месенджера Telegram.	The National Council on Television and Radio Broadcasting, together with other relevant bodies, is working on regulating the Telegram messenger.
31	Пісня померлої наприкінці липня цього року ірландської співачки Шинейд О'Коннор стала саундтреком до останнього епізоду мінісеріалу «Жінка у стіні» виробництва BBC.	The song of the late Irish singer Sinéad O'Connor at the end of July this year became the soundtrack for the final episode of the BBC-produced miniseries «Woman in the Wall»
32	НВО нарешті опублікував перші титри та саундтрек «Дома Дракона» (House of the Dragon) під час виходу другого епізоду фантастичної драми-приквела «Гри престолів» (Game of Thrones).	NWO has finally released the first opening credits and soundtrack for «House of the Dragon» during the release of the second episode of the fantasy drama prequel to «Game of Thrones»
33	І це пов'язано з виходом нової «офіційної книги про голодомор», у якій багато не лише брехні, а й того, що істориками відомо як поняття «спотворення» та «фальсифікація», які можуть реально	And this is associated with the release of the new «official book about the Holodomor», in which there is a lot not only of lies but also what historians know as «distortion» and «falsification», which can genuinely harm

	зашкодити Україні.	Ukraine.
34	GPT-3 забезпечив текст цитатами та посиланнями, і навіть дав згоду на публікацію у науковому журналі.	GPT-3 provided text with citations and references and even agreed to its publication in a scientific journal.
35	Аудиторія TikTok підтримала жінку, хтось припустив, що тепер морських котиків можна сміливо називати «морськими» або «океанічними лабрадорами» чи «водяними цуценятами»	The TikTok audience supported the woman, and someone suggested that now sea lions can boldly be called «marine» or «oceanic Labradors» or «water puppies».
36	За інформацією журналістів, призначення Юрія Стельмашенка лобював шведський депутат із російським бекграундом Карл Стурен. Раніше політик був помічником нардепа Володимира Сальдо, який перейшов на бік ворога.	According to journalists, Yuriy Stelmashenko's appointment was advocated for by the Swedish deputy with Russian background, Karl Sturen. Earlier, the politician was an assistant to MP Volodymyr Saldo, who switched to the other side.
37	росія створила ілюзію правдоподібності, використовуючи дані з відкритих брифінгів, щоб обдурити авторитетне ЗМІ, вважає Михайло Подоляк.	russia created an illusion of credibility by using data from public briefings to deceive reputable media, believes Mykhailo Podoliak.
38	Володарка премії «Греммі» випустила свій новий відеокліп на саундтрек до фільму «Барбі».	The Grammy award winner released her new music video for the soundtrack of the «Barbie» movie.
39	Відео виступу українського гурту в півфіналі конкурсу потрапило на вкладки «В тренді» сервісу YouTube в 15 країнах.	The video of the performance by the Ukrainian band in the semi-finals of the contest made it to the «Trending» section on YouTube in 15 countries.
40	Стислий дайджест щодо ситуації на ринку нафтопродуктів і прогноз цін на бензин та ДП	A brief summary of the situation in the oil products market and the price forecast for gasoline and diesel.
41	Позиції сил оборони, на яких була присутня знімальна група, були обстріляні окупантами з мінометів. Військовослужбовці спокійно відреагували на приліт та заявили, що для них це вже звична справа.	Positions of the defense forces, where the filming crew was present, were shelled by the occupiers using mortars. The military personnel calmly responded to the incoming fire and stated that it was already a common occurrence for them.
42	Звільнивши свій автомобіль, чоловік почав плескати в долоні, чим ще більше розлютив людей, які побачили ці кадри. Бічне дзеркало відлетіло від автомобіля, а сам удар, ймовірно, був відчутним для дерева.	Having released his car, the man began clapping his hands, further angering the people who witnessed these scenes. The side mirror flew off the car, and the impact was likely felt by the tree.
43	Кіноіндустрія підбадьорилася, нова партія блокбастерів готова вийти на екрани. На екранах — Аня Тейлор-Джой, Деніел Крейг, Том Гарді, Вуді Гаррельсон, Анджеліна Джолі.	The film industry is upbeat; a new batch of blockbusters is ready to hit the screens. Starring Anya Taylor-Joy, Daniel Craig, Tom Hardy, Woody Harrelson, and Angelina Jolie.
44	Сміт, яка виконувала роль у шоу з 1997 по 2001 рік, 10 жовтня поділилася цією новиною і опублікувала в соціальній мережі знімок УЗД. Її шанувальники в коментарях до допису жартома зазначили,	Smith, who played a role in the show from 1997 to 2001, shared this news on October 10 and posted an ultrasound photo on her social media. Her fans commented jokingly that now the actress will have her «little sun»

	що тепер в актриси буде "власне сонечко".	
45	Підприємці мають відмовитися від контенту країни-окупанта.	Entrepreneurs should refrain from content of the occupying country.
46	Суддя в Найробі видав тимчасову заборону компанії Meta та кенійській аутсорсинговій фірмі Sama розривати контракти з модераторами контенту до винесення рішення щодо законності їх звільнення.	A judge in Nairobi issued a temporary ban for Meta and Kenyan outsourcing company Sama from terminating contracts with content moderators until a decision is made on the legality of their dismissals.
47	Дев'ятимісячний малюк на Геловін 2023 уже приміряв низку образів популярних персонажів.	The nine-month-old baby has already tried on a variety of costumes depicting popular characters for Halloween 2023.
48	Які новинки з'являться на українському ринку в 2021 році — огляд Фокуса.	What novelties will appear on the Ukrainian market in 2021 - a review by Focus.
49	Щоб збити трохи пафос, даємо німецьку пародію на британських копів. Тільки німці так нещадно можуть потішатися над Скотланд-Ярдом. І місцями — непогано.	To take down a bit of pomposity, we present a German parody of British cops. Only Germans can mercilessly mock Scotland Yard like this. And in some places, it's not bad.
50	Це британське реаліті-шоу, відоме в інших країнах під назвою «Останній герой», збирає знаменитостей і відправляє їх у джунглі Австралії. Там герої проходять різні випробування, щоб добути їжу для своєї команди.	This British reality show, known in other countries as «The Last Hero» gathers celebrities and sends them into the jungles of Australia. There, the heroes face various challenges to procure food for their team.

Media Terms Glossary

Ukrainian	English	Description
Аніматор	Animator	Person creating animated videos
Аудиторія	Audience	Audience of a particular TV show, magazine readers or radio listeners
База даних	Database	Information storage
Бездротові навушники	Wireless Headphones	Wireless headphones
Бекграунд	Background	Indicates what is happening in the background or behind the main object or situation
Блогерка	Blogger	Person running an online blog
Брифінг	Briefing	Brief meeting or informational session during which an overview or concise information about a specific topic, event, question, or process is provided
Видавництво	Publishing House	Publishing company
Відеокліп	Video clip	Short film or video, usually associated with a song or musical track
Віртуальний	Virtual	That which exists in a computer environment
Вкладка	Tab	This is a section or separate window of a web browser that opens while browsing a website
Дайджест	Digest	A concise overview or brief report that contains summarized and fundamental information about a specific topic, event, or set of events
Дезінформація	Disinformation	Dissemination of false information
Дискусія	Discussion	Discussion of a topic or issue
Екранізація	Adaptation	Conversion of text on a screen
Емодзі	Emoji	Graphic icons for expressing emotions
Ефір	Broadcast	This is a time interval during which a radio or television program is broadcasted
Знімальна група	Film crew	A group of experts involved in film or video production
Інтерактивний	Interactive	Media that allows interaction with the user
Інтернет	Internet	Global communication system
Кадр	Frame	A single static picture or frame in a video that captures a specific moment in time
Кастинг-команда	Casting Crew	Group of professionals for selecting actors
Кібервідділ	Cyber Unit	Group of cybersecurity experts
Кіноіндустрія	Film industry	Field that encompasses all aspects of film production, including film creation, production, distribution, and screening
Коментар	Comment	Statement or opinion expressed by a person about a specific situation, event, work, article, or video
Контент	Content	Information developed for public consumption
Лайк	Like	Social media reaction
Лайфхак	Lifhack	Helpful tips for improving life
Медіаакаунти	Media Accounts	Social media profiles for media companies
Мережа	Network	Communication system between devices
Месенджер	Messenger	Platform for text exchange

Мінісеріал	Miniseries	Series of television episodes
Модератор	Moderator	Person responsible for controlling and managing content in a web environment or resource
Некролог	Obituary	Information about a person's death
Обліковий запис	Account	Personal access profile
Образ	Image	Depiction, role, or representation of a specific person, idea, or stylistic concept
Огляд	Review	Article, review, or feedback form containing a critical assessment and author's impressions of a specific subject
Оголошення	Advertisement	Product promotional information
Онлайн-кампанія	Online Campaign	Series of events to achieve a goal
Папарацці	Paparazzi	Photojournalists photographing celebrities
Пародія	Parody	Creative genre imitating or mimicking the manner, style, or elements of a specific subject or phenomenon for a humorous or satirical effect
Пересилати	Forward	Message forwarding action
Персональні дані	Personal Data	Identifying information about a person
Підписники	Subscribers	People subscribed to updates
Підкаст	Podcast	Audio or video programs for streaming
Посилання	Link	Address for navigating to another resource
Пост	Post	Social media post
Пристрій	Device	Technical device or equipment
Програмне забезпечення	Software	Set of instructions for a computer
Проектор	Projector	Device for displaying images
Публікація	Publication	Informational material in publications
Радіомовлення	Radio Broadcasting	Broadcasting audio programs through radio waves
Реаліті-шоу	Reality show	TV format focusing on showing real-life, events, and interactions of participants involved in the program
Режисер	Director	Creative Process Manager
Римейк	Remake	New version of a film or work
Робочий чат	Work Chat	Communication tool for employees
Саундтрек	Soundtrack	Musical accompaniment for a film or performance
Сервер	Server	Computer for accessing resources
Смарт-годинник	Smartwatch	Electronic watch with smartphone functions
Соціальна мережа	Social Network	Communication platform
Спам-коментар	Spam Comment	Unwanted comment
Стрічка	Feed	Sequence of updates on social media
Сховище	Storage	Place for storing information
Текстові повідомлення	Text Messages	Short messages for exchange
Телебачення	Television	Broadcasting audio and video programs
Телемарафон	Telethon	Fundraising event
Титри	Credits	Information at the end of the film about participants
Троянська програма	Trojan	Virus hidden under a useful program
Файли	Files	Information on a computer

Фейк	Fake	Forgery or unreliable information
Фальсифікація	Forgery	Create counterfeit material
Хакери	Hackers	Persons with access recovery skills
Цитата	Quote	An expression or phrase spoken by a known person
Чат-бот	Chatbot	Application for automatic messages
Штучний інтелект	Artificial Intelligence	Creating intelligence in computers

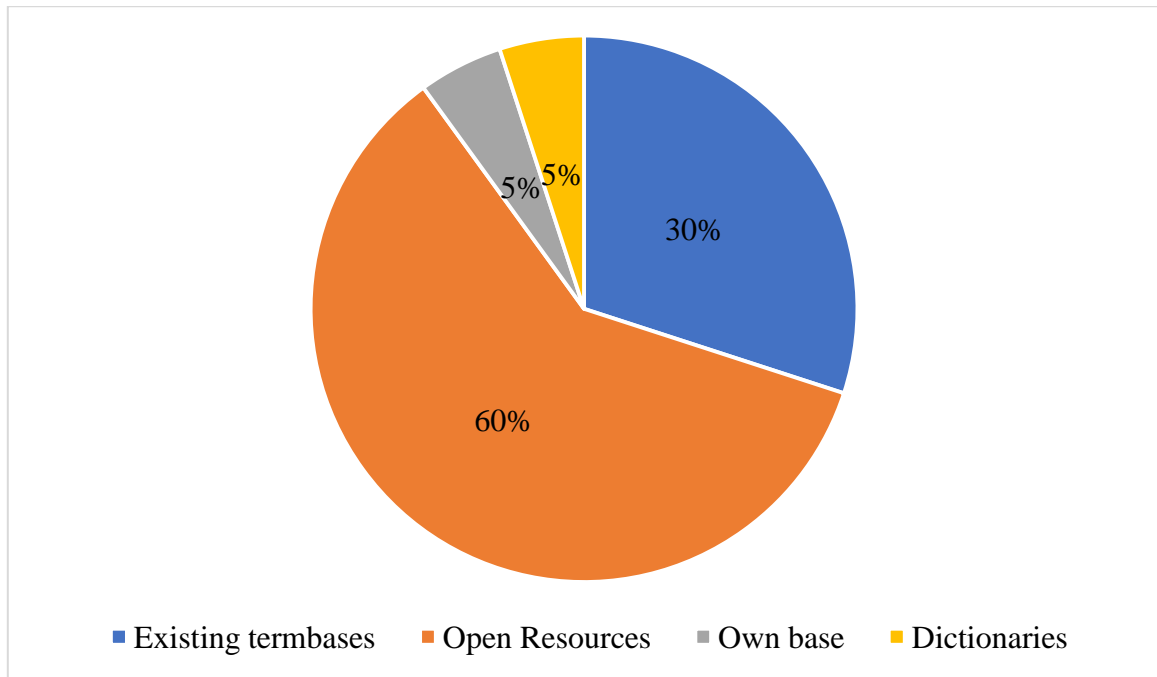


Fig. Complex linguistic system

Аніматор (Animator): A person creating animated videos. This involves designing and producing animated characters and scenes.

Аудиторія (Audience): The audience of a particular TV show, magazine readers, or radio listeners. This term refers to the group of people targeted by a specific form of media.

База даних (Database): Information storage. A structured collection of data that can be easily accessed, managed, and updated.

Бездротові навушники (Wireless Headphones): Wireless headphones. Audio devices that allow the user to listen to sound without the need for physical cables.

Бекграунд (Background): Indicates what is happening in the background or behind the main object or situation. In the context of media, it refers to the context or setting in which the main action occurs.

Блогерка (Blogger): A person, typically female (the “-ка” suffix in Ukrainian denotes femininity), running an online blog. Blogs can cover various topics, and bloggers share their thoughts, experiences, and opinions.

Брифінг (Briefing): A brief meeting or informational session during which an overview or concise information about a specific topic, event, question, or process is provided. Commonly used in the context of business or media.

Видавництво (Publishing House): Publishing company. A company responsible for producing and distributing books, magazines, or other printed materials.

Відеокліп (Video Clip): A short film or video, usually associated with a song or musical track. It serves as a visual representation of the music.

Віртуальний (Virtual): That which exists in a computer environment. Refers to anything simulated or existing in a digital space rather than the physical world.

Вкладка (Tab): A section or separate window of a web browser that opens while browsing a website. Tabs allow users to navigate multiple web pages simultaneously.

Дайджест (Digest): A concise overview or brief report that contains summarized and fundamental information about a specific topic, event, or set of events. Often used in the context of news or informational publications.

Дезінформація (Disinformation): Dissemination of false information. Deliberate spreading of misleading or incorrect details with the intent to deceive.

Дискусія (Discussion): Discussion of a topic or issue. Involves exchanging opinions, ideas, and arguments about a particular subject.

Екранізація (Adaptation): Conversion of text to the screen. Refers to the process of adapting books, stories, or other written works into movies or television shows.

Емодзі (Emoji): Graphic icons for expressing emotions. Used in digital communication to convey emotions visually.

Ефір (Broadcast): A time interval during which a radio or television program is broadcasted. Refers to the live transmission of audio or video content.

Знімальна група (Film Crew): A group of experts involved in film or video production. Includes various roles such as director, cinematographer, and sound engineer.

Інтерактивний (Interactive): Media that allows interaction with the user. Users can actively engage with and influence the content.

Інтернет (Internet): Global communication system. The interconnected network of computers worldwide that allows the exchange of information.

Кадр (Frame): A single static picture or frame in a video that captures a specific moment in time. In film and video production, it refers to an individual still image.

Кастинг-команда (Casting Crew): A group of professionals responsible for selecting actors. Involves casting directors, producers, and others involved in the casting process.

Кібервідділ (Cyber Unit): A group of cybersecurity experts. This team focuses on protecting computer systems, networks, and data from cyber threats.

Кіноіндустрія (Film Industry): The field that encompasses all aspects of film production, including creation, production, distribution, and screening.

Коментар (Comment): A statement or opinion expressed by a person about a specific situation, event, work, article, or video. Often found in online discussions or social media.

Контент (Content): Information developed for public consumption. Includes articles, videos, images, and other forms of media.

Лайк (Like): Social media reaction. Users express approval or support for content by clicking the “like” button.

Лайфхак (Lifhack): Helpful tips for improving life. Lifehacks are practical and creative solutions to everyday problems.

Медіаакаунти (Media Accounts): Social media profiles for media companies. Accounts used by media organizations to share news, updates, and content.

Мережа (Network): Communication system between devices. In the context of technology, it refers to interconnected devices sharing information.

Месенджер (Messenger): A platform for text exchange. Messaging applications that allow users to send text, multimedia, and other content.

Мінісеріал (Miniseries): A series of television episodes. Unlike a regular series, a miniseries typically has a predetermined number of episodes and tells a complete story.

Модератор (Moderator): A person responsible for controlling and managing content in a web environment or resource. Moderators ensure that discussions remain civil and adhere to community guidelines.

Некролог (Obituary): Information about a person’s death. Typically found in newspapers, obituaries provide details about the deceased person's life.

Обліковий запис (Account): Personal access profile. Refers to an individual's account on a website or online platform.

Образ (Image): Depiction, role, or representation of a specific person, idea, or stylistic concept. In media, it can also refer to the public perception of a person or brand.

Огляд (Review): An article, review, or feedback form containing a critical assessment and author's impressions of a specific subject. Commonly used in evaluating movies, books, or products.

Оголошення (Advertisement): Product promotional information. Advertisements are designed to persuade people to buy or use a product or service.

Онлайн-кампанія (Online Campaign): A series of events to achieve a goal. In the context of marketing, it refers to coordinated online efforts to promote a cause, product, or service.

Папарацці (Paparazzi): Photojournalists photographing celebrities. Paparazzi are known for capturing candid and often intrusive images of public figures.

Пародія (Parody): A creative genre imitating or mimicking the manner, style, or elements of a specific subject or phenomenon for a humorous or satirical effect. Often used in comedy.

РЕЗЮМЕ

В основі цього дослідження – дослідження структурного аспекту медіа-контенту та перетворення його відповідно до мовних та культурних реалій цільової аудиторії. Виокремлено певні тенденції у сучасному перекладі новинних текстів, враховуючи особливості медіа-лексики та термінології.

Ця робота розкриває методики адаптації, способи перевірки та підтримки якості медіа-перекладу, включаючи створення бібліотек, термінологічних списків та контроль якості через редагування. Практичне значення полягає у розробці стратегій адаптації мови, які сприяють оптимізації процесів перекладу медіа-контенту для досягнення максимального впливу на цільову аудиторію та забезпечення високої якості перекладу новинних матеріалів.

Ключові слова: адаптація, новини, медіатекст.