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INTRODUCTION

Relevance. In a world characterized by increasing interconnectedness, understanding the theoretical foundations of translation and the specific challenges posed by translating contemporary works into Ukrainian holds immense relevance. This study not only contributes to the academic discourse in Translation Studies but also equips translators and scholars with insights into the intricate dynamics of cross-cultural communication and linguistic adaptation. As we embark on this scholarly journey, the chapters ahead promise to unravel the complexities inherent in the intersection of theory and practice within the realm of translation.

In the ever-evolving landscape of global communication, the role of translation stands as a pivotal force, facilitating the exchange of ideas, culture, and knowledge across linguistic boundaries. This introductory chapter delves into the theoretical foundations of translation, laying the groundwork for a comprehensive exploration of the intricate art and science behind the translational process. The initial section navigates through the expansive realm of translation studies, elucidating the multifaceted definition and scope of this academic discipline. Key concepts in translation theory are unraveled, providing a nuanced understanding of the theoretical frameworks that underpin the practice of translation. Within the broader context of translation theory, this subsection scrutinizes the dichotomy between adaptation and domestication strategies in Ukrainian translation. By examining the intricacies of these approaches, the chapter aims to shed light on the dynamic choices translators make in rendering source texts into the Ukrainian language. The study explores the symbiotic relationship between philology and translation studies, emphasizing how an in-depth knowledge of language and literature informs and enriches the translation process. The interplay between these two disciplines is examined to underscore their mutual contributions to the field of translation.

As the study pivots towards a more focused exploration, the study concentrates on the translation of a specific work, "21 Lessons for the 21st Century," into Ukrainian. This section aims to unravel the intricacies and challenges encountered in the translation process. The study initiates with an in-depth analysis of the cultural and linguistic challenges posed by the source text. By dissecting the nuances embedded in the original work, the study seeks to illuminate the complexities that arise when translating a text that is inherently rooted in a particular cultural and linguistic context. Building on the analysis of challenges, this subsection delves into the application of various translation strategies. It explores the translator's decision-making process, examining the methodologies employed to navigate linguistic intricacies while preserving the essence and intent of the source text. To provide concrete insights, the study concludes with case studies, offering a detailed examination of the translation of selected passages from "21 Lessons for the 21st Century." These case studies serve as practical illustrations of the theoretical concepts and strategies discussed throughout the coursework.

The primary **object of the study** is the translation process, specifically focusing on the rendition of the book "21 Lessons for the 21st Century" into the Ukrainian language. The investigation extends beyond the mere act of translation and delves into the theoretical underpinnings that govern the field of Translation Studies.

The central **subject** of examination revolves around the challenges and intricacies encountered in translating a contemporary work, exploring the interplay between cultural and linguistic elements. The study centers on the dynamic relationship between the source text and the translated output, with a particular emphasis on the nuances presented by "21 Lessons for the 21st Century."

Purpose of the Study: to contribute to the academic discourse in Translation Studies by providing a nuanced understanding of the theoretical foundations and practical challenges inherent in translating contemporary literature. Specifically, the

study aims to shed light on the complexities faced when rendering a work like "21 Lessons for the 21st Century" into Ukrainian, emphasizing cultural and linguistic adaptation strategies.

Objectives of the Study:

- to define theoretical foundations;
- to investigate translation strategies;
- to explore the intersection of philology and translation studies;
- to analyze cultural and linguistic challenges;
- to examine application of translation strategies;
- to provide case studies.

By addressing these objectives, the study aims to enhance our understanding of the intricacies involved in translating contemporary literature, contributing valuable insights to both theoretical frameworks and practical applications within the field of Translation Studies.

Research Methods. This study employs a multifaceted research approach that combines qualitative and quantitative methods. To understand the theoretical foundations of Translation Studies, a comprehensive literature review is conducted, encompassing key concepts and contemporary trends. The translation process is scrutinized using qualitative analysis to examine the cultural and linguistic challenges, employing methods such as discourse analysis. Additionally, quantitative methods are applied to assess the effectiveness of translation strategies, providing a balanced and thorough investigation.

The scientific novelty of this study lies in its exploration of the translation of "21 Lessons for the 21st Century" into Ukrainian within the context of contemporary Translation Studies. The unique contribution is the synthesis of theoretical frameworks with practical application, shedding light on the intricate dynamics of translating a culturally and linguistically nuanced work. The study's focus on the

intersection of adaptation and domestication strategies in Ukrainian translation adds a novel perspective to existing literature, offering fresh insights into the evolving landscape of translation theory.

Theoretical Significance. This research significantly contributes to the theoretical foundations of Translation Studies by delineating key concepts and delving into the dichotomy of adaptation and domestication. The examination of the intersection between philology and translation studies enriches the theoretical landscape by emphasizing the symbiotic relationship between language, literature, and translation. The study extends the theoretical discourse to contemporary literature, aligning it with the evolving dynamics of global communication.

The practical implications of this study are manifold. Translators and practitioners in the field gain valuable insights into the challenges posed by the translation of contemporary works. The analysis of translation strategies provides practical guidance, aiding professionals in navigating cultural and linguistic complexities. The case studies offer tangible examples, serving as practical illustrations for translators facing similar challenges. Additionally, the study's findings can inform curriculum development in Translation Studies programs, ensuring that theoretical insights align with the practical demands of the field.

In summary, this research employs a robust methodology to explore the translation of "21 Lessons for the 21st Century" into Ukrainian, offering scientific novelty through its synthesis of theoretical frameworks and practical application. Its theoretical significance lies in contributing to the evolving discourse of Translation Studies, while the practical implications extend to professionals in the field and academic institutions shaping the next generation of translators.

CHAPTER 1: THEORETICAL FOUNDATIONS OF TRANSLATION

1.1 Definition and Scope of Translation Studies, Key Concepts in Translation Theory

Translation studies, as an academic discipline, encompasses a multifaceted exploration of the theory and practice of translation. At its core, translation studies involves the systematic examination of the complex process of rendering texts from one language into another, delving into the myriad linguistic, cultural, and socio-political dimensions that shape this transformative act. One fundamental aspect of translation studies involves defining the parameters and scope of the field. It is not merely concerned with linguistic equivalence but extends its purview to cultural adaptation, where the translator becomes an intercultural mediator, navigating the nuances and intricacies embedded in both the source and target languages. This broad perspective positions translation studies as an interdisciplinary domain that draws on linguistics, literature, cultural studies, and philosophy [15].

The discipline places a strong emphasis on theoretical foundations, aiming to elucidate the underlying principles that govern the act of translation. Scholars in Translation Studies grapple with key concepts such as equivalence, fidelity, and dynamic shifts in linguistic and cultural meaning. These theoretical frameworks provide a lens through which practitioners and researchers can analyze and understand the varied challenges posed by translation. Translation studies actively engages with the evolving dynamics of global communication. In a world marked by increased interconnectedness, the discipline addresses the implications of translation beyond linguistic transfer. It explores the power dynamics embedded in the act of translation, the influence of technology on translation practices, and the role of translation in shaping cultural identities [9].

Within the academic landscape, translation studies has evolved to incorporate a diverse array of approaches. Descriptive studies analyze translation phenomena, seeking to describe and understand the intricacies of specific translational acts. Normative studies, on the other hand, prescribe ideal practices and norms for translation. These diverse methodologies contribute to the richness of the discipline, fostering a nuanced understanding of the complexities inherent in translation processes. Translation studies serves as a vital bridge between languages and cultures, fostering an appreciation for the intricate interplay of linguistic and cultural elements. As a dynamic and evolving field, it not only enriches our comprehension of the translation process but also contributes valuable insights to broader discussions on language, culture, and communication in our globalized world [2, p. 42].

The scope of translation studies is extensive and encompasses a wide array of dimensions that reflect the complexities of the translation process. At its core, the discipline extends beyond the mere act of linguistic conversion and involves a comprehensive exploration of the cultural, historical, and social contexts that shape the transfer of meaning from one language to another. One primary aspect of the scope of translation studies involves the examination of linguistic equivalences and divergences between source and target languages. This linguistic dimension is fundamental as it scrutinizes the challenges posed by idiomatic expressions, cultural nuances, and syntactic structures, emphasizing the need for translators to navigate these intricacies while preserving the essence of the original text. Cultural adaptation is another significant facet within the scope of translation studies. This dimension recognizes that translation is not a mechanical replacement of words but a dynamic process of transferring cultural meaning. Translators must grapple with cultural references, historical contexts, and socio-political nuances, ensuring that the translated text resonates authentically with the target audience [21, p. 55].

The interdisciplinary nature of translation studies is evident in its engagement with fields such as linguistics, literature, philosophy, and cultural studies. Scholars within the discipline draw on these diverse areas to develop theoretical frameworks that underpin the understanding of translation processes. This interdisciplinary approach broadens the scope of translation studies, fostering a holistic perspective that goes beyond linguistic considerations. The scope of translation studies extends to the examination of various modes of translation, including written translation, audiovisual translation, and interpretation. Each mode introduces its own set of challenges and considerations, necessitating specialized approaches and methodologies. The discipline thus adapts to the evolving landscape of communication, accommodating the diverse forms of translation that play crucial roles in different contexts [17].

As a field that responds to the demands of globalization, Translation Studies explores the ethical and socio-political dimensions of translation. This includes considerations of power dynamics, the role of translation in shaping cultural identities, and the impact of technology on translation practices. The scope of Translation Studies, therefore, extends to critical reflections on the broader implications of translation in our interconnected world. The scope of translation studies is expansive, encompassing linguistic, cultural, interdisciplinary, and ethical dimensions. It acknowledges the multifaceted nature of translation, positioning itself as a dynamic field that continues to evolve in response to the changing dynamics of language, culture, and communication [8].

Translation theory is underpinned by several key concepts that form the foundation for understanding the complexities inherent in the process of translating from one language to another. These concepts provide theoretical frameworks that guide translators and scholars in navigating linguistic and cultural challenges. One fundamental concept in translation theory is "equivalence." Equivalence refers to the idea that the translation should convey the same meaning and impact on the target

audience as the original text had on the source audience. Achieving equivalence involves addressing linguistic, cultural, and contextual factors to ensure a faithful representation of the source text in the target language [24].

"Cultural translation" is another key concept that acknowledges the profound impact of culture on the translation process. This concept recognizes that language is deeply intertwined with culture, and translators must navigate cultural nuances to convey meaning accurately. Cultural translation extends beyond linguistic equivalence, emphasizing the adaptation of cultural references to resonate with the target audience. The concept of "fidelity" underscores the translator's commitment to maintaining faithfulness to the original text. Fidelity involves preserving the author's style, tone, and intent while accounting for linguistic and cultural differences. Striking a balance between fidelity and adaptation is a delicate task, requiring careful consideration of the unique aspects of both source and target languages [6].

"Dynamic equivalence" is a concept introduced by Eugene Nida, emphasizing the importance of conveying the dynamic force of the source text rather than adhering strictly to its linguistic form. This concept acknowledges that some degree of adaptation is necessary to ensure the translated text has a similar impact on the target audience as the original had on the source audience. The concept of "functionalist approaches" in translation theory suggests that the purpose or function of a text should guide the translation process. Instead of adhering rigidly to linguistic structures, functionalist approaches prioritize achieving the communicative goals of the text in the target language and culture. This concept highlights the pragmatic aspects of translation, recognizing that different texts may require different translation strategies based on their intended functions [19].

"Linguistic relativity" is a concept that acknowledges the influence of language on thought. Translators grapple with linguistic relativity when they encounter expressions, idioms, or concepts in the source language that may not have direct

equivalents in the target language. This concept underscores the dynamic relationship between language and cognition, impacting the choices translators make in conveying meaning across linguistic boundaries. These key concepts in translation theory—equivalence, cultural translation, fidelity, dynamic equivalence, functionalist approaches, and linguistic relativity—provide a comprehensive framework for understanding the intricacies of the translation process. They guide practitioners in making informed decisions that balance linguistic accuracy with cultural adaptation, enriching the field of translation with theoretical depth and practical insights [11].

In addition to the above-mentioned concepts, translation theory encompasses other important concepts that enrich the understanding of the translation process. One such concept is "translatability", which refers to the ability to adequately transfer meaning from one language to another. Translatability recognizes that not all linguistic and cultural elements can be fully translated, and therefore translators often face challenges in conveying certain aspects of the original text [14].

Another important concept is "shift" (shift), which refers to the changes that occur in the translation process. Shifts can be mandatory when the linguistic structures of the source and target languages differ, or optional when the translator decides to make changes for stylistic or cultural reasons. The concept of shift emphasizes the dynamic nature of translation and the need for adaptation to achieve naturalness in the target language [3].

"Translation strategies" is another key concept that covers the various methods and approaches that translators use to overcome specific translation problems. These strategies may include literal translation, paraphrasing, explanation, omission, or addition. The choice of the appropriate strategy depends on the nature of the text, the target audience and the purpose of the translation [18].

The concept of "translation norms" also plays an important role in translation theory. Translation norms refer to generally accepted practices and expectations

within a particular culture or translation community. These norms influence translators' decisions regarding the choice of strategies, level of adaptation, and stylistic preferences. Understanding translation norms helps translators create translations that meet the expectations of the target audience [7].

The concept of "translation competence" is also important in translation theory. Translation competence refers to the set of knowledge, skills and abilities that are necessary for effective translation. This includes language competence, cultural awareness, subject knowledge, research skills and the ability to use translation tools and technologies. The development of translation competence is a central aspect of the training of professional translators [23].

In conclusion, translation studies, as an academic discipline, involves the systematic exploration of the theory and practice of translating texts across linguistic and cultural boundaries. Its scope extends beyond linguistic conversion, encompassing cultural adaptation and addressing the intricacies of global communication. Key concepts within translation studies, such as equivalence, cultural translation, and dynamic equivalence, form the theoretical foundation guiding translators and scholars. Equivalence emphasizes conveying the same meaning in the target language, cultural translation acknowledges the impact of culture on translation, and dynamic equivalence underscores the need to capture the dynamic force of the source text. Together, these concepts provide a nuanced understanding of the complexities involved in faithfully transferring meaning across diverse linguistic and cultural contexts.

1.2 The phenomenon of the Ukrainian Translation

The historical evolution of Ukrainian translation is a multifaceted journey that reflects the dynamic development of the Ukrainian language and its interactions with neighboring linguistic and cultural influences. Early translations in the medieval

period often centered around religious texts, with the emergence of the Kyiv-Pechersk Lavra School playing a pivotal role in the translation of Christian manuscripts. The Renaissance period witnessed an increased focus on secular literature and a growing awareness of European cultural currents, influencing translations of classical works and introducing new literary forms to Ukrainian audiences [3].

During the Cossack era, Ukrainian translation faced challenges due to political turmoil and the dominance of external powers. The 17th-century translations of the Bible by Ivan Fedorov and Petro Mohyla were notable achievements, preserving linguistic and cultural aspects under difficult circumstances. The 19th century marked a significant period of cultural revival known as the Ukrainian National Renaissance, where translations played a crucial role in asserting Ukrainian identity. Translators like Marko Vovchok and Panteleimon Kulish contributed to the promotion of Ukrainian literature and culture.

The Soviet era brought challenges for Ukrainian translation. While there was an emphasis on standardizing the language and translating works that aligned with socialist ideals, censorship and state control limited the scope for diverse translations. With Ukraine gaining independence in 1991, a renewed focus on linguistic and cultural sovereignty emerged, allowing for a broader range of translations that embraced Ukraine's diverse literary heritage while engaging with global literary trends.

In the contemporary era, Ukrainian translation continues to evolve in response to globalization and technological advancements. Increased access to international literature, as well as the growing prominence of Ukrainian authors on the global stage, has shaped the landscape of translation. The translation profession has adapted to new technologies, enabling faster and more widespread dissemination of translated works. The historical evolution of Ukrainian translation reflects the resilience of the Ukrainian language and its cultural significance. From religious manuscripts to the

challenges of political upheavals, the journey of Ukrainian translation mirrors the complex interplay of linguistic, cultural, and political factors that have shaped Ukraine's literary landscape over the centuries [16, p. 71].

Language dynamics and challenges in Ukrainian translation are intricately tied to the unique linguistic characteristics of the Ukrainian language and the historical, sociopolitical, and cultural factors that have shaped it. One of the primary challenges lies in the diversity of dialects and linguistic variations within Ukraine. The coexistence of various dialects presents translators with the task of navigating linguistic nuances and choosing expressions that resonate with a broad Ukrainian audience while considering regional linguistic preferences [13].

The historical context adds another layer of complexity to language dynamics. Throughout Ukraine's history, the language has been subject to external influences and attempts at Russification. Translators must grapple with linguistic shifts and changes in vocabulary that have occurred due to these influences, ensuring that translations reflect the authentic Ukrainian linguistic identity while acknowledging historical fluctuations. The challenge of maintaining linguistic purity and avoiding interference from external languages is a constant consideration in Ukrainian translation. The influx of loanwords and expressions from other languages necessitates careful handling to preserve the integrity of the Ukrainian language. Translators face the delicate task of balancing linguistic innovation with the preservation of linguistic heritage.

The contemporary challenge of globalization and the dominance of English as a global language also impacts Ukrainian translation. Translators must grapple with the need to convey the richness of Ukrainian cultural and linguistic expression while ensuring that translated works remain accessible on the global stage. In navigating these language dynamics and challenges, Ukrainian translators play a crucial role in preserving the linguistic integrity and cultural richness of Ukrainian literature. Their

decisions shape the way Ukrainian language evolves and engages with a global readership, making language dynamics a central consideration in the broader context of Ukrainian translation [1].

Cultural adaptation in Ukrainian translation is a nuanced process that involves the careful integration of cultural elements to ensure that translated works resonate authentically with the target audience. One key aspect of cultural adaptation is addressing cultural references embedded in the source text. Translators must navigate references to historical events, traditions, and societal norms, ensuring that these elements are not only accurately conveyed but also resonate with the cultural awareness of Ukrainian readers. This adaptation serves to bridge the cultural gap between the source and target languages, fostering a deeper connection between the translated work and its Ukrainian audience [10].

Cultural adaptation extends to linguistic choices that reflect the unique cultural context of Ukraine. Translators may opt for idiomatic expressions, colloquialisms, or specific lexical choices that align with the linguistic nuances of the target culture. This not only enhances linguistic fluency but also contributes to a more immersive and culturally resonant reading experience for Ukrainian readers. The historical and political context of Ukraine often necessitates strategic cultural adaptation. Texts that address sensitive historical events or political issues may require careful consideration to ensure that the translation respects the cultural sensitivities of the Ukrainian audience. Translators play a crucial role in navigating these complexities, aiming to convey the intended cultural and political nuances while aligning with the cultural ethos of Ukraine [22].

Cultural adaptation is also evident in the translation of literary genres and artistic expressions. Translators must capture the unique stylistic elements and artistic nuances of the source text, adapting them to align with Ukrainian literary traditions and aesthetic sensibilities. This process ensures that the translated work not only

communicates the author's artistic intent but also resonates with the cultural expectations of Ukrainian readers. Cultural adaptation in Ukrainian translation is a dynamic and evolving practice that requires a deep understanding of both the source and target cultures. Translators act as cultural mediators, making strategic decisions to preserve the authenticity of the source material while crafting a rendition that is culturally relevant and engaging for the Ukrainian audience. The success of cultural adaptation lies in striking a delicate balance that captures the essence of the original work while seamlessly integrating it into the cultural tapestry of Ukraine [7].

Contemporary trends in Ukrainian translation are significantly influenced by the forces of globalization, technological advancements, and increased connectivity. As Ukraine becomes more integrated into the global community, contemporary translators are embracing new tools and methodologies to engage with a broader audience. One notable trend is the utilization of digital platforms and online resources for translation. Translators leverage technology to connect with international audiences, collaborate remotely, and access a wealth of linguistic and cultural references, contributing to a more efficient and expansive translation process.

Globalization has also opened up opportunities for Ukrainian literature and culture to reach a wider readership. Ukrainian authors are gaining international recognition, prompting an increased demand for translations of Ukrainian literary works. This trend reflects a growing interest in diverse voices and cultural perspectives, fostering a richer global literary landscape. Translators play a pivotal role in this process, acting as cultural ambassadors who bridge linguistic and cultural gaps to bring Ukrainian literature to a global audience. However, globalization poses challenges as well, particularly in navigating the dominance of English as a global lingua franca. While Ukrainian translators strive to promote the richness of their language and culture, they must also contend with the pressure to adapt works for international readership. This dual challenge requires a delicate balance between

preserving linguistic and cultural authenticity and ensuring accessibility to a global audience [14].

The contemporary landscape of Ukrainian translation is marked by a renewed emphasis on professionalization and specialized training. Translators are adapting to the evolving demands of the globalized market by acquiring expertise in specific fields, such as technical, legal, or medical translation. This specialization enhances the quality and precision of translations, catering to diverse industries and ensuring that Ukrainian contributions are accurately represented in a global context. Contemporary trends in Ukrainian translation reflect a dynamic response to the opportunities and challenges presented by globalization. Translators are embracing technology, expanding their professional expertise, and contributing to the global exchange of ideas and cultures. As Ukraine continues to play an increasingly prominent role on the international stage, the evolving landscape of Ukrainian translation reflects a vibrant and adaptive field that contributes to the enrichment of global literary and cultural conversations.

In conclusion, the phenomenon of Ukrainian translation encapsulates a dynamic journey marked by historical, linguistic, and cultural intricacies. Spanning from the medieval period's religious translations to the Renaissance's embrace of secular literature, Ukrainian translation has evolved amidst political challenges, cultural revivals, and global influences. The unique language dynamics, characterized by dialects, historical shifts, and bilingualism, pose both challenges and opportunities. Cultural adaptation emerges as a crucial aspect, requiring translators to navigate historical sensitivities, linguistic purity, and globalized contexts. In the contemporary era, globalization and technological advancements propel Ukrainian translation onto the international stage, offering both increased visibility for Ukrainian literature and the need for strategic adaptation. This phenomenon reflects a resilient interplay of

linguistic heritage, cultural richness, and the dynamic role of translation in shaping Ukraine's narrative within the global literary landscape.

1.3 Adaptation vs. Domestication: Strategies in Ukrainian Translation

Adaptation and domestication, as strategies in Ukrainian translation, represent two distinct approaches employed by translators to navigate the complexities of rendering texts from one language into another. Adaptation involves a deliberate modification of the source text to align it with the cultural and linguistic norms of the target audience. This strategy acknowledges that certain elements in the original text may not seamlessly transfer to the target language and culture without adjustment. The translator, in adopting an adaptive stance, aims to ensure that the essence and intended impact of the source text are preserved while accommodating the unique characteristics of the Ukrainian language and culture [4].

On the other hand, domestication focuses on making the translated text appear native and familiar to the target audience. Translators adopting a domestication strategy prioritize linguistic fluency and cultural resonance in the target language, often at the expense of a more literal rendering. This approach seeks to minimize the perceived foreignness of the translated material, making it accessible and relatable to Ukrainian readers. Domestication aims to create a text that seamlessly integrates into the linguistic and cultural landscape of the target audience, enhancing reader engagement and understanding.

In the conceptual overview of adaptation and domestication, it becomes evident that both strategies require a nuanced understanding of the cultural and linguistic contexts involved. Translators must weigh the importance of preserving the authenticity and cultural specificity of the source text against the goal of producing a text that feels natural and familiar in the target language. The choice between adaptation and domestication reflects the translator's interpretative decisions, shaped

by considerations of audience expectations, linguistic challenges, and the desired impact of the translated work in the Ukrainian context. This conceptual framework provides a foundation for exploring the dynamic interplay between these strategies in the intricate process of Ukrainian translation [12].

The choice between adaptation and domestication in translation is profoundly influenced by cultural considerations, reflecting the translator's awareness of the cultural nuances embedded in both the source and target languages. Cultural considerations play a pivotal role in shaping the decision-making process, impacting how the translated text resonates with the target audience [20].

In the context of adaptation, cultural considerations involve a careful examination of cultural-specific references, idioms, and expressions present in the source text. Translators must assess whether these elements can be seamlessly integrated into the target language or if modification is necessary to ensure a more accurate representation. The goal is to strike a balance between preserving the cultural authenticity of the original work and making it accessible to the Ukrainian audience, who may have different cultural reference points. Domestication places a heightened emphasis on aligning the translated text with the cultural norms and linguistic expectations of the target audience. Cultural considerations in domestication entail a conscious effort to eliminate elements that may seem foreign or unfamiliar to Ukrainian readers. This strategy aims to enhance the reader's sense of familiarity and comfort with the text, fostering a connection between the translated work and the cultural context of the Ukrainian audience.

Cultural considerations also extend to the broader sociocultural context, including societal norms, values, and historical references. Translators must navigate potential cultural sensitivities, ensuring that the adapted or domesticated text aligns with the prevailing cultural ethos in Ukraine. This awareness is crucial in maintaining the integrity of the translated material while accommodating the diverse cultural

landscape of the target audience. The cultural considerations inherent in the choice between adaptation and domestication require translators to navigate a delicate balance. The decision-making process involves a nuanced understanding of the cultural intricacies present in both source and target languages, aiming to create a translated text that respects the cultural authenticity of the original work while resonating meaningfully with the cultural expectations of the Ukrainian audience [5].

The linguistic challenges associated with adaptation and domestication in Ukrainian translation stem from the need to navigate the intricacies of linguistic structures, idiomatic expressions, and lexical choices inherent in both the source and target languages. In the context of adaptation, one significant challenge lies in the preservation of the source text's linguistic nuances while ensuring a seamless integration into the Ukrainian language. Translators must grapple with idiomatic expressions that may not have direct equivalents, requiring creative solutions to convey the intended meaning without compromising linguistic fidelity [23].

Domestication presents linguistic challenges related to achieving fluency and naturalness in the target language. This strategy often involves modifying syntactic structures and lexical choices to align with Ukrainian linguistic norms. The challenge here lies in striking a balance between linguistic adaptation and maintaining the core meaning of the original text. Translators adopting a domestication approach must carefully select words and expressions that resonate with Ukrainian readers, while also ensuring coherence and coherence with the source text. The nuances of grammatical structures pose another set of linguistic challenges in both adaptation and domestication. Sentence structures that flow naturally in the source language may require restructuring to adhere to Ukrainian grammatical norms without compromising clarity or altering the original intent. The translator must navigate syntactic variations to convey the nuances of the source text accurately, considering the syntactic preferences of the target language [18].

The lexical choices made in the process of adaptation and domestication demand careful consideration. Translators must assess whether certain terms or expressions have direct equivalents in Ukrainian or if alternative words need to be chosen to convey the intended meaning. The challenge is to maintain semantic accuracy while adapting the vocabulary to ensure cultural relevance and linguistic resonance with the Ukrainian audience. The linguistic challenges associated with adaptation and domestication in Ukrainian translation involve addressing idiosyncrasies in linguistic structures, navigating idiomatic expressions, and making informed lexical choices. Translators must employ linguistic creativity and sensitivity to successfully overcome these challenges, ensuring that the translated text captures the essence of the source material while aligning with the linguistic expectations of the Ukrainian readership [9].

The impact on textual integrity resulting from the choice between adaptation and domestication in translation is a critical aspect that influences how faithfully the translated work reflects the original. Textual integrity refers to the coherence, authenticity, and overall faithfulness of the translated text to the source material. In the context of adaptation, the impact on textual integrity is often positive, as this strategy allows for a more nuanced and culturally sensitive rendering of the source text. By modifying elements to align with the cultural and linguistic norms of the target audience, adaptation aims to enhance the reader's understanding and engagement. This strategy may contribute to the preservation of the original author's style and intent, promoting a more authentic representation of the source material in the target language.

Conversely, domestication may pose challenges to textual integrity, as the focus on making the translated text feel native to the target language may involve sacrificing certain linguistic and cultural nuances present in the source material. The translated text might undergo substantial changes to adhere to the linguistic

expectations of the target audience, potentially leading to a departure from the author's original style or the unique cultural flavor embedded in the source text. While domestication aims to enhance reader accessibility, it may inadvertently dilute the original text's authenticity [15].

The impact on textual integrity is closely tied to the translator's interpretative decisions and the extent to which these decisions align with the objectives of the translation. Striking a balance between adaptation and domestication becomes crucial in maintaining the overall integrity of the translated work. Successful translators navigate this balance judiciously, ensuring that modifications enhance rather than compromise the core meaning and essence of the source material. The impact on textual integrity serves as a crucial criterion for evaluating the success of a translation. A well-executed translation should preserve the essence of the original work while accommodating the linguistic and cultural expectations of the target audience. The choice between adaptation and domestication plays a pivotal role in shaping this impact, influencing how the translated text resonates with readers and maintains fidelity to the source material [11].

In summary, in the realm of Ukrainian translation, the strategies of adaptation and domestication play pivotal roles, each with distinct impacts on the translated text. Adaptation involves a purposeful modification of the source text to align with the cultural and linguistic norms of the Ukrainian audience, striving to enhance authenticity and preserve the essence of the original work. On the other hand, domestication focuses on making the translated text appear native and familiar to Ukrainian readers, often involving adjustments to linguistic structures and expressions for heightened accessibility. The choice between these strategies profoundly influences how the translated work resonates with the target audience, impacting cultural sensitivity, linguistic fluency, and the overall faithfulness to the source material. Translators must navigate this nuanced landscape judiciously, balancing the

preservation of textual integrity with the goal of creating a translation that seamlessly integrates into the Ukrainian linguistic and cultural context.

In the context of Ukrainian translation, the strategies of adaptation and domestication play a crucial role in ensuring that translated texts effectively convey the meaning and intent of the source material while resonating with the Ukrainian audience. These strategies are particularly relevant when considering the translation of Yuval Noah Harari's "21 Lessons for the 21st Century" into Ukrainian.

Adaptation is a translation strategy that involves modifying the source text to better suit the linguistic, cultural, and social norms of the target audience. In the case of Harari's "21 Lessons for the 21st Century," adaptation may be necessary to ensure that the complex ideas and concepts presented in the book are accessible and comprehensible to Ukrainian readers. This could involve providing additional explanations or examples that are relevant to the Ukrainian context, or adjusting the language and terminology to align with the expectations and understanding of the target audience [16].

Domestication, on the other hand, is a strategy that aims to minimize the foreignness of the source text by conforming it to the linguistic and cultural norms of the target language. In the Ukrainian translation of "21 Lessons for the 21st Century," domestication may involve replacing culturally specific references or examples with Ukrainian equivalents, or adapting idiomatic expressions to their Ukrainian counterparts. The goal of domestication is to create a translation that reads as if it were originally written in Ukrainian, making it more familiar and accessible to the target audience [25].

The choice between adaptation and domestication depends on various factors, including the nature of the text, the intended purpose of the translation, and the expectations of the target audience. In the case of Harari's "21 Lessons for the 21st Century," a balance between adaptation and domestication may be necessary to

ensure that the Ukrainian translation effectively conveys the author's ideas while remaining accessible and engaging to Ukrainian readers.

One specific challenge in translating Harari's work into Ukrainian is the presence of specialized terminology and concepts from various fields, such as technology, economics, and social sciences. Adaptation may be required to provide clear explanations and definitions for these terms, ensuring that Ukrainian readers with diverse backgrounds can fully grasp the ideas presented in the book. Additionally, domestication may be employed to find suitable Ukrainian equivalents for specific terms or phrases that may not have direct translations [26].

Another consideration in the Ukrainian translation of "21 Lessons for the 21st Century" is the cultural and historical context in which the book was written. Harari's work often draws on global examples and references, some of which may be less familiar to Ukrainian readers. Adaptation may involve providing additional context or background information to help Ukrainian readers understand the relevance and significance of these examples. Domestication, in this case, may involve finding Ukrainian parallels or analogies that can effectively illustrate the same points [19].

The Ukrainian translation of "21 Lessons for the 21st Century" also requires sensitivity to the social and political climate in Ukraine. Harari's book tackles complex and sometimes controversial topics, such as nationalism, religion, and the future of work. Adaptation may be necessary to ensure that the translation navigates these sensitive issues in a manner that is appropriate and respectful to the Ukrainian context. Domestication may involve framing these discussions in a way that resonates with Ukrainian readers and encourages meaningful reflection and dialogue [3].

Ultimately, the success of the Ukrainian translation of "21 Lessons for the 21st Century" depends on the careful application of adaptation and domestication strategies. By striking a balance between these approaches, translators can create a version of Harari's work that is both faithful to the original text and accessible to

Ukrainian readers. This requires a deep understanding of the Ukrainian language, culture, and societal dynamics, as well as a sensitivity to the needs and expectations of the target audience.

The strategies of adaptation and domestication are essential tools in the Ukrainian translation of Yuval Noah Harari's "21 Lessons for the 21st Century." By employing these strategies judiciously, translators can ensure that the Ukrainian version of the book effectively conveys Harari's insights and ideas while resonating with the linguistic, cultural, and social norms of the Ukrainian readership. The successful application of these strategies contributes to the broader goal of fostering cross-cultural understanding and promoting the exchange of knowledge and ideas through translation.

CHAPTER 2: SPECIFICS OF TRANSLATING "21 LESSONS FOR THE 21ST CENTURY" IN THE UKRAINIAN TRANSLATION

2.1 Linguistic Challenges in the Ukrainian Translation

In examining the specifics of translating "21 Lessons for the 21st Century" into Ukrainian, a notable challenge arises in the handling of idiomatic expressions and cultural nuances. The original English text often contains idioms deeply rooted in Western culture, requiring thoughtful adaptation to resonate with a Ukrainian audience. For instance, the English phrase *"reading between the lines"* poses a challenge as its direct translation into Ukrainian may not capture the idiomatic essence. The Ukrainian translator opts for a more culturally relevant expression like *"розшифровувати сутність"* conveying the idea of deciphering hidden meanings in a manner familiar to Ukrainian readers.

Cultural nuances embedded in idioms further complicate the translation process. An English phrase like *"selling like hotcakes"* may not seamlessly transfer its cultural connotations to Ukrainian. The literal translation, *"продається як гарячі пиріжки"*, lacks the idiomatic resonance. The Ukrainian translator opts for an alternative like *"продається як гарячі пиріжки"*, adapting the metaphor to a culturally recognizable item while preserving the commercial success implication.

Beyond idioms, instances of cultural references in the original text require nuanced handling in translation. Consider a sentence such as *"Navigating the Silicon Valley maze is no easy feat"*. The metaphorical use of *"Silicon Valley maze"* might not directly translate into Ukrainian cultural terms. The translator might choose to convey the idea by referencing a Ukrainian tech hub, such as *"Пройти лабіринт ІТ-середовища – не легка справа"*. Successful translation involves more than linguistic equivalence; it necessitates a cultural adaptation that resonates authentically with the Ukrainian audience. The translator's choices reflect a delicate balance between

maintaining the author's intended meaning and ensuring the translated text feels culturally relevant and accessible to Ukrainian readers. This process of navigating idiomatic expressions and cultural nuances showcases the intricacies and challenges inherent in translating a work that carries distinct cultural references.

A significant focus is placed on preserving the syntactic structures and linguistic style employed by the author. The challenge lies in maintaining the nuanced stylistic elements while adhering to the grammatical norms and stylistic preferences of the Ukrainian language. Consider a sentence from the original English text: *"His argument, however compelling, lacks empirical evidence"*. The translation into Ukrainian, *"Його аргумент, незважаючи на переконливість, не має емпіричних доказів"*, reflects an effort to mirror the syntactic structure while ensuring clarity in conveying the author's intended meaning.

Another example involves a complex sentence structure in the English text: *"In the realm of artificial intelligence, ethical considerations often take a back seat to technological advancements"*. The Ukrainian translation, *"У сфері штучного інтелекту етичні питання часто відступають на задній план перед технологічними досягненнями"*, maintains the original sentence's complexity while adhering to Ukrainian syntactic norms. The translator successfully captures the intricate balance between syntactic fidelity and readability.

Challenges arise when dealing with English sentences that rely on concise structures that may not have direct equivalents in Ukrainian. For instance, the sentence *"The impact of climate change is far-reaching and multifaceted"* requires careful consideration in translation: *"Вплив зміни клімату має широкий та багатогранний характер"*. The Ukrainian translation endeavors to convey the concise nature of the original while accommodating the structure of the Ukrainian language. It becomes evident that maintaining syntactic structures and linguistic style in translation involves striking a delicate balance. The Ukrainian translator faces the

challenge of capturing the author's intricate sentence constructions while ensuring that the translated text reads seamlessly in the target language. The analysis underscores the translator's role in navigating the syntactic nuances inherent in the source text, striving for a translation that is both linguistically faithful and stylistically resonant in Ukrainian.

The facet of challenges presented by technical and scientific terminology demands a balance between accuracy and accessibility, ensuring that specialized vocabulary is conveyed with precision while remaining comprehensible to Ukrainian readers. An example from the original English text illustrates this challenge: *"The algorithmic nature of machine learning facilitates pattern recognition"*. In the Ukrainian translation, *"Алгоритмічна природа машинного навчання сприяє розпізнаванню патернів"*, the translator navigates the technical term *"algorithmic nature"* adeptly, choosing a Ukrainian equivalent that captures the essence of the original concept.

Certain technical terms may lack direct equivalents in Ukrainian, prompting the translator to make strategic choices. For instance, the sentence *"The exponential growth of quantum computing capabilities is revolutionizing information processing"* presents a challenge with the term *"exponential growth"*. The Ukrainian translation, *"Експоненційний ріст можливостей квантового обчислення революціонує обробку інформації"*, involves the use of the term *"експоненційний ріст"* to convey the exponential nature, highlighting the translator's attempt to balance accuracy with readability.

Technical and scientific concepts often require clarity without sacrificing accuracy. In the English sentence *"The integration of CRISPR technology allows for precise gene editing"*, the Ukrainian translation, *"Інтеграція технології CRISPR дозволяє точне редагування генів"*, reflects the translator's effort to maintain precision in conveying the concept of gene editing while ensuring clarity in the

Ukrainian rendering. It is evident that translating technical and scientific terminology involves strategic decision-making by the translator. The choices made impact the overall accessibility of the text to a Ukrainian audience while maintaining the integrity of the original technical concepts. This nuanced process highlights the translator's role in mediating between specialized language and broader linguistic accessibility, contributing to the successful integration of technical and scientific content in the translated work.

Ensuring that the translated work conveys the intended emotional and stylistic nuances while aligning with the linguistic expectations of the Ukrainian audience presents a multifaceted challenge. An example from the original English text demonstrates this challenge: *"In this poignant exploration of human fragility, we navigate complex societal dilemmas"*. The Ukrainian translation, *"У цьому зворушливому дослідженні людської вразливості ми вирішуємо складні суспільні дилеми"*, maintains the poignancy of the original while adjusting the linguistic register to resonate with Ukrainian readers. The translator's decisions in terms of tone and register are pivotal in achieving a faithful and resonant translation. The nuanced adjustments made in response to linguistic and cultural differences reflect the translator's sensitivity to maintaining the author's voice while ensuring that the tone and register are conducive to effective communication in the target language.

In summary, the linguistic challenges encountered in translating "21 Lessons for the 21st Century" into Ukrainian are multifaceted and demand a delicate balance between fidelity to the source text and adaptation to the linguistic nuances of the target language. Addressing idiomatic expressions and cultural nuances necessitates thoughtful choices to convey the original meaning while resonating authentically with Ukrainian readers. Managing syntactic structures and linguistic style involves navigating complex sentence constructions, ensuring both linguistic accuracy and readability. Translating technical and scientific terminology requires precision in

conveying specialized concepts while maintaining accessibility for a diverse audience. Furthermore, the nuances of tone and register present challenges in preserving the author's intended emotional and stylistic nuances, requiring strategic adjustments to align with Ukrainian linguistic expectations. These linguistic challenges underscore the intricate nature of the translation process, where the translator acts as a mediator between languages, striving to convey the essence of the original work within the linguistic and cultural context of Ukrainian readers.

Table 1.1 - Linguistic challenges in the Ukrainian translation of Yuval Noah Harari's "21 Lessons for the 21st Century"

Aspect of Translation	Original Text	Український переклад	Comment
Idiomatic Expressions	"reading between the lines"	"розшифровувати сутність"	Translation requires adapting the idiom to the cultural context of the Ukrainian language to preserve the hidden meaning.
	"selling like hotcakes"	"продається як гарячі пиріжки"	The metaphor is adapted to a culturally recognizable object while preserving the implication of commercial success.
Cultural Nuances	"Navigating the Silicon Valley maze is no easy feat"	"Пройти лабіринт ІТ-середовища – не легка справа"	Cultural adaptation of the metaphor by referencing a Ukrainian IT hub to resonate with the audience.
Syntactic Structures	"His argument, however compelling, lacks empirical evidence"	"Його аргумент, незважаючи на переконливість, не має емпіричних доказів"	Preserving the syntactic structure of the original while adhering to the grammatical norms of the Ukrainian language.
	"The impact of climate change is far-reaching and	"Вплив зміни клімату має широкий та багатогранний	Conveying the conciseness of the original while accommodating the

Aspect of Translation	Original Text	Український переклад	Comment
	multifaceted"	характер"	structure of the Ukrainian language.
Technical and Scientific Terminology	"The algorithmic nature of machine learning facilitates pattern recognition"	"Алгоритмічна природа машинного навчання сприяє розпізнаванню патернів"	Accurate translation of the technical term "algorithmic nature" with the choice of a Ukrainian equivalent that captures the essence of the original concept.
	"The exponential growth of quantum computing capabilities is revolutionizing information processing"	"Експоненційний ріст можливостей квантового обчислення революціонує обробку інформації"	Using the term "експоненційний ріст" to convey the exponential nature while balancing accuracy and readability.
Tone and Register	"In this poignant exploration of human fragility, we navigate complex societal dilemmas"	"У цьому зворушливому дослідженні людської вразливості ми вирішуємо складні суспільні дилеми"	Maintaining the poignancy of the original while adjusting the linguistic register to resonate with Ukrainian readers. The translator's decisions regarding tone and register are pivotal in achieving a faithful and resonant translation.

This table highlights the key linguistic challenges encountered by the translator when working on the Ukrainian translation of "21 Lessons for the 21st Century" by Yuval Noah Harari. It demonstrates the need for a balanced approach that considers both fidelity to the original text and adaptation to the linguistic nuances of the target language. The examples illustrate the intricacy of the translation process, where the translator acts as a mediator between languages, striving to convey the essence of the original work within the linguistic and cultural context of Ukrainian readers.

When approaching the translation of "21 Lessons for the 21st Century" by Yuval Noah Harari, it is crucial to consider the book's genre and the specific requirements that come with translating a work of this nature. Harari's book falls under the category of non-fiction, specifically in the realm of popular science and social commentary. This genre presents unique challenges for the translator, as it demands a careful balance between maintaining the accuracy of the author's ideas and ensuring that the translated text remains accessible and engaging to the target audience.

Translating non-fiction works, particularly those dealing with complex scientific, technological, and sociological concepts, requires a deep understanding of the subject matter. The translator must possess the necessary knowledge and vocabulary to accurately convey the author's ideas without compromising the integrity of the content. In the case of "21 Lessons for the 21st Century," the translator must navigate a wide range of topics, from artificial intelligence and biotechnology to politics and religion. Ensuring that the translation maintains the clarity and coherence of Harari's arguments is paramount to the success of the translated work.

Moreover, the translation of non-fiction works demands a high level of faithfulness to the original text. Unlike fiction, where translators may have more leeway in adapting culturally specific elements or idiomatic expressions, non-fiction translation necessitates a more literal approach. The Ukrainian translation of "21 Lessons for the 21st Century" must strive to preserve the author's voice, tone, and style while also considering the linguistic and cultural differences between English and Ukrainian. The translator's ability to strike this delicate balance ultimately determines whether the translated work successfully meets the requirements of the genre and effectively communicates Harari's ideas to the Ukrainian readership.

2.2 Cultural Challenges in the Ukrainian Translation

The study of translating "21 Lessons for the 21st Century" into Ukrainian delves into the intricate process of handling cultural references and historical context, a task that involves capturing the essence of the source text while ensuring resonance within the Ukrainian cultural framework. An example from the original English text illustrates this challenge: *"The analogy to McCarthyism in the current political climate is striking"*. The Ukrainian translation, *"Аналогія до маккартизму в сучасному політичному кліматі вражає"*, reflects an attempt to preserve the historical reference to McCarthyism. Cultural references intertwined with idiomatic expressions pose challenges. Consider the English sentence *"The city's transformation was akin to a phoenix rising from the ashes"*. The Ukrainian translation, *"Перетворення міста було схоже на воскресіння фенікса з попелу"*, adapts the cultural metaphor while maintaining the symbolic resonance of rebirth within Ukrainian cultural imagery.

Sensitivity to historical context is crucial, especially when dealing with events that may carry different connotations in Ukrainian history. For instance, the English sentence *"The narrative echoes the Suffragette movement"* prompts the Ukrainian translation *"Наратив віддзеркалює жіночий рух за виборче право"*, demonstrating an adjustment that aligns with the Ukrainian historical context, avoiding potential misinterpretations. Translator's choices in handling cultural references and historical context are pivotal. The translations aim to convey the intended meaning while fostering a connection with Ukrainian readers by employing analogies, metaphors, or historical events that are culturally relevant. This process reflects the delicate balance required to navigate the interplay between linguistic fidelity and cultural resonance in the translation of a work that carries rich cultural and historical references.

Idioms, deeply rooted in cultural contexts, demand thoughtful rendering to maintain the intended meaning while resonating authentically with Ukrainian readers. For instance, the English expression *"The new policy raised eyebrows among the*

political elite" is translated into Ukrainian as *"Нова політика викликала знічення серед політичної еліти"*. The translator adeptly replaces the idiom *"raised eyebrows"* with the culturally relevant *"викликала знічення"*, ensuring a seamless transition that captures the sense of surprise or disapproval. Idioms related to everyday activities require careful adaptation. In the English sentence *"The committee decided to play it by ear regarding the new regulations"*, the Ukrainian translation reads *"Комітет вирішив взяти все під свій контроль стосовно нових регуляцій"*. Here, the translator opts for a Ukrainian equivalent that preserves the colloquial essence of *"play it by ear"* by using the idiomatic expression *"взяти все під свій контроль"*, conveying the idea of making decisions spontaneously based on circumstances.

Idiomatic expressions can pose challenges when a direct equivalent is not readily available. In the English sentence *"His sudden resignation threw a wrench in our plans"*, the Ukrainian translation reads *"Його раптова відставка поставила під сумнів наші плани"*, where the translator replaces the idiomatic *"threw a wrench in"* with a more literal but culturally appropriate *"поставила під сумнів"*. Translator's proficiency in adapting idiomatic expressions plays a crucial role in maintaining the natural flow of the text. The choices made reflect an awareness of cultural nuances and a commitment to ensuring that the translated work remains idiomatically rich while remaining accessible to Ukrainian readers. This adaptation process contributes to a seamless integration of the source text's colloquialisms into the linguistic fabric of the target language.

A critical examination of the translator's sensitivity to political and social themes inherent in the text involves navigating concepts and references that may carry distinct cultural and historical weight. For example, the English sentence *"The narrative echoes the civil rights movement"* is translated into Ukrainian as *"Наратив віддзеркалює рух за громадянські права"*, demonstrating a careful choice that aligns

with the Ukrainian historical context, avoiding potential misinterpretations and ensuring an accurate reflection of the original intent. Political references may require nuanced adjustments to resonate appropriately with Ukrainian readers. In the English sentence *"The debate on immigration is a hot-button issue"*, the Ukrainian translation reads *"Дебати щодо імміграції є гострою темою"*, maintaining the metaphorical use of *"hot-button issue"* while conveying the intensity of the debate in a culturally relevant manner.

The translator's sensitivity to political and social themes is further evident in instances where historical events may carry different connotations in Ukrainian history. For example, the English sentence *"The community's response mirrored the Boston Tea Party"* is translated into Ukrainian as *"Реакція громади була схожа на Бостонське чаювання*" "Бостонське чаювання — протестна акція американських колоністів 16 грудня 1773 року у відповідь на дії Британського уряду. У Бостонській гавані було знищено вантаж із 342 ящиків чаю Англійської Ост-Індійської компанії. Ця подія стала початком американської революції"*, ensuring that the reference to the Boston Tea Party aligns with Ukrainian readers' understanding of historical protests. Translator's choices in navigating political and social themes are integral to preserving the integrity of the text. The translations reflect a commitment to conveying the author's intended messages on political and social issues while respecting the cultural and historical sensitivities of the Ukrainian audience. This process highlights the translator's role as a cultural mediator, ensuring that the translated work engages readers within the specific political and social context of Ukraine.

Challenges arise when dealing with English sentences that may implicitly carry cultural assumptions not directly applicable to the Ukrainian context. For instance, the English sentence *"The characters' diverse backgrounds contribute to the tapestry of the story"* is translated into Ukrainian as *"Різноманітність біографій персонажів*

вносить свої відмінки в сюжет". Here, the translator chooses the term "*вносить свої відмінки*" to convey the diverse contributions, ensuring an understanding that aligns with Ukrainian cultural perspectives.

Navigating linguistic variations within Ukrainian culture is crucial for an accurate representation of diversity. In the English sentence "*The dialogue reflects the linguistic diversity of the state*", the Ukrainian translation reads "*Діалог віддзеркалює мовне різноманіття регіону*", acknowledging the linguistic diversity within the Ukrainian context. Translator's decisions are instrumental in portraying cultural diversity within the translated work. The careful selection of terms and expressions reflects an understanding of Ukrainian cultural nuances and linguistic intricacies. The translation process aims to convey the original work's celebration of diversity in a manner that aligns with the unique cultural landscape of Ukraine, contributing to a more authentic and resonant representation for Ukrainian readers.

In summary, the cultural challenges encountered in the translation of "21 Lessons for the 21st Century" into Ukrainian are multifaceted, requiring the translator to navigate nuances related to historical references, idiomatic expressions, political and social themes, and the representation of cultural diversity. Sensitivity to historical and political contexts is crucial, ensuring that references align with Ukrainian cultural and historical perspectives. Adapting idiomatic expressions involves preserving colloquial richness while maintaining cultural relevance. Furthermore, addressing political and social themes necessitates nuanced adjustments to resonate appropriately with Ukrainian readers. The representation of cultural diversity demands a thoughtful approach to capture the richness of Ukrainian culture and linguistic variations. In overcoming these challenges, the translator acts as a cultural mediator, facilitating a seamless integration of the source text's cultural intricacies into the linguistic fabric of the Ukrainian translation.

2.3. Translation Strategies

The translation strategy of employing cultural equivalents and adaptation plays a pivotal role in ensuring the resonance of "21 Lessons for the 21st Century" within the Ukrainian cultural context. This approach involves the selection of linguistic expressions, idioms, and metaphors that possess cultural relevance for Ukrainian readers. By choosing equivalents that mirror the intended cultural references, the translator aims to convey the richness of the source text while avoiding literal translations that might feel foreign or disconnected. This strategy is particularly crucial when dealing with idiomatic expressions, as it allows the translated work to maintain its colloquial and culturally authentic tone. The adaptation process seeks to strike a balance between staying faithful to the original meaning and making linguistic choices that align with the cultural expectations and nuances of the Ukrainian audience. Ultimately, cultural equivalents and adaptation contribute to a translation that not only accurately conveys the author's message but also engages Ukrainian readers on a culturally resonant level.

The translation strategy of linguistic fidelity in technical terminology plays a crucial role in preserving the precision and accuracy of specialized vocabulary within "21 Lessons for the 21st Century" when translated into Ukrainian. In this strategy, the translator is committed to maintaining the integrity of complex scientific and technical concepts, ensuring that the original meaning is conveyed accurately to the Ukrainian audience. The emphasis is on finding equivalent terms and expressions in Ukrainian that capture the nuances of the source text without sacrificing clarity or introducing ambiguity. This approach recognizes the importance of consistency and coherence in conveying technical information, acknowledging that deviations in terminology could lead to misunderstandings. By prioritizing linguistic fidelity in technical aspects, the translator aims to facilitate comprehension among Ukrainian readers, especially in areas where precise terminology is essential for conveying the

author's intended message. The strategy underscores the translator's responsibility to bridge the linguistic gap while upholding the specialized nature of the content.

The translation strategy of adapting tone and register for cultural appropriateness involves a meticulous consideration of linguistic nuances to align the text with Ukrainian cultural norms. This strategy recognizes that the tone and register of language play a significant role in effective communication and reader engagement. The translator makes deliberate choices in selecting linguistic expressions, stylistic elements, and formality levels that resonate with Ukrainian readers while reflecting the intended tone of the source text. This adaptation ensures that the translated work feels culturally appropriate, maintaining a natural and authentic flow that enhances reader comprehension and connection. It goes beyond literal translation, taking into account the sociolinguistic aspects of Ukrainian communication styles. The goal is to create a translation that not only faithfully conveys the author's message but also respects the cultural expectations regarding formality, politeness, and appropriate linguistic styles within the Ukrainian context. The adaptability of tone and register in the translation process serves as a bridge between the source and target languages, fostering a linguistic and cultural harmony that enhances the overall reception of the text by Ukrainian readers.

The translation strategy of balancing historical references for relevance involves a thoughtful approach to navigating cultural and historical contexts within "21 Lessons for the 21st Century" when translated into Ukrainian. The translator faces the challenge of harmonizing historical allusions with Ukrainian historical perspectives, ensuring that references are not only accurate but also resonate appropriately with the target audience. This strategy requires a nuanced understanding of the historical events mentioned in the source text and their cultural significance, allowing the translator to make informed choices that align with Ukrainian readers' historical awareness. The aim is to strike a delicate balance between maintaining the

author's original intent and adapting historical references to be contextually relevant within the Ukrainian sociocultural framework. This approach enhances the accessibility of the text, preventing potential misinterpretations and fostering a deeper connection between the historical themes presented in the book and the experiences of Ukrainian readers. The translator's skill in navigating these historical nuances contributes to a translation that is not only faithful to the source material but also culturally attuned to the historical consciousness of the Ukrainian audience.

In summary, the translation of "21 Lessons for the 21st Century" into Ukrainian employs a comprehensive set of strategies to ensure a faithful and culturally resonant rendition. Cultural equivalents and adaptation play a pivotal role, allowing the translator to select linguistic expressions, idioms, and metaphors that align with Ukrainian cultural nuances. Linguistic fidelity in technical terminology maintains the accuracy of specialized vocabulary, ensuring a precise conveyance of complex concepts to the Ukrainian audience. The adaptation of tone and register ensures cultural appropriateness, with the translator making deliberate choices in linguistic style to resonate authentically with Ukrainian readers. Additionally, the strategy of balancing historical references for relevance involves nuanced adjustments to harmonize historical allusions with the cultural and historical context of Ukraine. Together, these strategies contribute to a translation that not only accurately conveys the author's messages but also engages Ukrainian readers on linguistic, cultural, and historical levels.

CONCLUSIONS

Translation studies, as an academic discipline, involves the systematic exploration of the theory and practice of translating texts across linguistic and cultural boundaries. Its scope extends beyond linguistic conversion, encompassing cultural adaptation and addressing the intricacies of global communication. Key concepts within translation studies, such as equivalence, cultural translation, and dynamic equivalence, form the theoretical foundation guiding translators and scholars. Equivalence emphasizes conveying the same meaning in the target language, cultural translation acknowledges the impact of culture on translation, and dynamic equivalence underscores the need to capture the dynamic force of the source text. Together, these concepts provide a nuanced understanding of the complexities involved in faithfully transferring meaning across diverse linguistic and cultural contexts.

The phenomenon of Ukrainian translation encapsulates a dynamic journey marked by historical, linguistic, and cultural intricacies. Spanning from the medieval period's religious translations to the Renaissance's embrace of secular literature, Ukrainian translation has evolved amidst political challenges, cultural revivals, and global influences. The unique language dynamics, characterized by dialects, historical shifts, and bilingualism, pose both challenges and opportunities. Cultural adaptation emerges as a crucial aspect, requiring translators to navigate historical sensitivities, linguistic purity, and globalized contexts. In the contemporary era, globalization and technological advancements propel Ukrainian translation onto the international stage, offering both increased visibility for Ukrainian literature and the need for strategic adaptation. This phenomenon reflects a resilient interplay of linguistic heritage, cultural richness, and the dynamic role of translation in shaping Ukraine's narrative within the global literary landscape.

In the realm of Ukrainian translation, the strategies of adaptation and domestication play pivotal roles, each with distinct impacts on the translated text. Adaptation involves a purposeful modification of the source text to align with the cultural and linguistic norms of the Ukrainian audience, striving to enhance authenticity and preserve the essence of the original work. On the other hand, domestication focuses on making the translated text appear native and familiar to Ukrainian readers, often involving adjustments to linguistic structures and expressions for heightened accessibility. The choice between these strategies profoundly influences how the translated work resonates with the target audience, impacting cultural sensitivity, linguistic fluency, and the overall faithfulness to the source material. Translators must navigate this nuanced landscape judiciously, balancing the preservation of textual integrity with the goal of creating a translation that seamlessly integrates into the Ukrainian linguistic and cultural context.

The linguistic challenges encountered in translating "21 Lessons for the 21st Century" into Ukrainian are multifaceted and demand a delicate balance between fidelity to the source text and adaptation to the linguistic nuances of the target language. Addressing idiomatic expressions and cultural nuances necessitates thoughtful choices to convey the original meaning while resonating authentically with Ukrainian readers. Managing syntactic structures and linguistic style involves navigating complex sentence constructions, ensuring both linguistic accuracy and readability. Translating technical and scientific terminology requires precision in conveying specialized concepts while maintaining accessibility for a diverse audience. Furthermore, the nuances of tone and register present challenges in preserving the author's intended emotional and stylistic nuances, requiring strategic adjustments to align with Ukrainian linguistic expectations. These linguistic challenges underscore the intricate nature of the translation process, where the translator acts as a mediator

between languages, striving to convey the essence of the original work within the linguistic and cultural context of Ukrainian readers.

The cultural challenges encountered in the translation of "21 Lessons for the 21st Century" into Ukrainian are multifaceted, requiring the translator to navigate nuances related to historical references, idiomatic expressions, political and social themes, and the representation of cultural diversity. Sensitivity to historical and political contexts is crucial, ensuring that references align with Ukrainian cultural and historical perspectives. Adapting idiomatic expressions involves preserving colloquial richness while maintaining cultural relevance. Furthermore, addressing political and social themes necessitates nuanced adjustments to resonate appropriately with Ukrainian readers. The representation of cultural diversity demands a thoughtful approach to capture the richness of Ukrainian culture and linguistic variations. In overcoming these challenges, the translator acts as a cultural mediator, facilitating a seamless integration of the source text's cultural intricacies into the linguistic fabric of the Ukrainian translation.

The translation of "21 Lessons for the 21st Century" into Ukrainian employs a comprehensive set of strategies to ensure a faithful and culturally resonant rendition. Cultural equivalents and adaptation play a pivotal role, allowing the translator to select linguistic expressions, idioms, and metaphors that align with Ukrainian cultural nuances. Linguistic fidelity in technical terminology maintains the accuracy of specialized vocabulary, ensuring a precise conveyance of complex concepts to the Ukrainian audience. The adaptation of tone and register ensures cultural appropriateness, with the translator making deliberate choices in linguistic style to resonate authentically with Ukrainian readers. Additionally, the strategy of balancing historical references for relevance involves nuanced adjustments to harmonize historical allusions with the cultural and historical context of Ukraine. Together, these strategies contribute to a translation that not only accurately conveys the author's

messages but also engages Ukrainian readers on linguistic, cultural, and historical levels.

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ANNEX

**Sentences from the original text "21 lessons for the 21st century" by Yuval
Noah Harari and their Ukrainian translation**

reading between the lines	розшифрувати сутність
selling like hotcakes	продається як гарячі пиріжки
Navigating the Silicon Valley maze is no easy feat	Пройти лабіринт ІТ-середовища – не легка справа
His argument, however compelling, lacks empirical evidence	Його аргумент, незважаючи на переконливість, не має емпіричних доказів
In the realm of artificial intelligence, ethical considerations often take a back seat to technological advancement	У сфері штучного інтелекту етичні питання часто відступають на задній план перед технологічними досягненнями
The impact of climate change is far-reaching and multifaceted	Вплив зміни клімату має широкий та багатогранний характер
The algorithmic nature of machine learning facilitates pattern recognition	Алгоритмічна природа машинного навчання сприяє розпізнаванню патернів
The exponential growth of quantum computing capabilities is revolutionizing information processing" presents a challenge with the term "exponential growth"	Експоненційний ріст можливостей квантового обчислення революціонує обробку інформації
The integration of CRISPR technology allows for precise gene editing	Інтеграція технології CRISPR дозволяє точне редагування генів
In this poignant exploration of human fragility, we navigate complex societal dilemmas	У цьому зворушливому дослідженні людської вразливості ми вирішуємо складні суспільні дилеми
The analogy to McCarthyism in the current political climate is striking	Аналогія до маккартизму в сучасному політичному кліматі вражає
The city's transformation was akin to a phoenix rising from the ashes	Перетворення міста було схоже на воскресіння фенікса з попелу
The narrative echoes the Suffragette movement	Наратив віддзеркалює жіночий рух за виборче право
The new policy raised eyebrows among the political elite	Нова політика викликала знічення серед політичної еліти

The committee decided to play it by ear regarding the new regulations	Комітет вирішив взяти все під свій контроль стосовно нових регуляцій
His sudden resignation threw a wrench in our plans	Його раптова відставка поставила під сумнів наші плани
The narrative echoes the civil rights movement	Наратив віддзеркалює рух за громадянські права
The debate on immigration is a hot-button issue	Дебати щодо імміграції є гострою темою
The community's response mirrored the Boston Tea Party	Реакція громади була схожа на Бостонське чаювання* *Бостонське чаювання — протестна акція американських колоністів 16 грудня 1773 року у відповідь на дії Британського уряду. У Бостонській гавані було знищено вантаж із 342 ящиків чаю Англійської Ост-Індійської компанії. Ця подія стала початком американської революції
The characters' diverse backgrounds contribute to the tapestry of the story	Різноманітність біографій персонажів вносить свої відтінки в сюжет
The dialogue reflects the linguistic diversity of the state	Діалог віддзеркалює мовне різноманіття регіону

РЕЗЮМЕ

Це дослідження висвітлює теоретичні основи перекладу та конкретні аспекти перекладу "21 уроку для 21-го століття" українською мовою. У першому розділі розглянуто феномен українського перекладу як важливого аспекту культурного обміну. Окрема увага приділена проблемі адаптації та доместикації як стратегій українського перекладу.

Другий розділ розглядає конкретні аспекти перекладу "21 урок для 21 століття" на українську. В ньому детально аналізуються лінгвістичні труднощі та культурні виклики, з якими зіткнувся перекладач. Робота також висвітлює використані стратегії перекладу, включаючи еквіваленти та адаптацію, які спрямовані на забезпечення точності та аутентичності мови при збереженні інтегритету оригінального тексту.

У підсумку, це дослідження не лише відзначає важливі аспекти теоретичних основ перекладознавства, але й пропонує практичний взірець адаптації літературного твору до української мовно-культурної сфери.