

analysis of text translations in English-language online news during the coverage of the information war in Ukraine in the context of cultural identification showed that the most common translation transformations were literal translation, transliteration and the selection of lexical equivalents.

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PROBLEMS OF TRANSLATION ACTIVITIES IN A POST-YUGOSLAV AND UKRAINIAN MULTICULTURAL CONTEXT: WARTIME CHALLENGES

ПРОБЛЕМИ ПЕРЕКЛАДАЦЬКОЇ ДІЯЛЬНОСТІ В ПОСТЮГОСЛАВСЬКОМУ ТА УКРАЇНСЬКОМУ МУЛЬТИКУЛЬТУРНОМУ ПРОСТОРИ: ВИКЛИКИ ВОЄННОГО ЧАСУ

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The post-Yugoslav region and Ukraine demonstrate in what manner historical events, particularly conflicts and wars, shape modern multicultural

societies and how important it is to consider this experience in the process of building a peaceful and inclusive society. The dissolution of Yugoslavia led to remarkable changes in the cultural and ethnic landscape. The peaceful coexistence of different ethnic groups that existed in Yugoslavia was disrupted, highlighting the need to work on restoring trust and mutual understanding between communities.

In Ukraine, there is also a large number of ethnic minorities, posing challenges to multicultural integration, especially against the backdrop of the war unleashed by Russia and the annexation of Crimea. These events require the search for new ways to ensure intercultural dialogue and cooperation between different ethnic groups.

The exchange of experience between post-Yugoslav countries and Ukraine has contributed to the formation of effective strategies for multicultural integration:

- the development of educational programs aimed at promoting mutual understanding and respect among different cultural groups;
- the creation of platforms for intercultural dialogue.

These strategies of multicultural integration are also important for countries that have experienced aggression from other states similar to post-Yugoslav countries and Ukraine.

Journalists and news organizations from all over the world are attempting to offer timely and analytical coverage, which will aid in unraveling the armed offensive's complicated political and military aspects.

Translation is a complicated cognitive endeavor that entails transferring a message from one language to another while accounting for linguistic and cultural variations. To provide accurate and appropriate translation, the native and foreign translators must apply linguistic and extralinguistic expertise in both languages [3, p. 41]. Translation encompasses far more than just the delivery of information; it has far-reaching consequences. Every time a translator enters the public ground during interpretation or translation, it has a tremendous impact on the outcome of communication, deciding success or failure and influencing the public impression of a nation and its people. In this manner, translator's work is not simply social, but also cultural one. In such a way, translators transfer people's ideas into the language of translation. Immoderately, a translator's professional and personal image influences how a country and its people are seen in the international community.

The Russian-Ukrainian war and post-Yugoslav war has served as a major stimulus for increasing international collaboration, seeking help from foreign partners, and forging new relationships. Translators played an important role in this process, not only providing official translations at high-level meetings but also actively participating in information campaigns to provide the world with current and accurate information about the real situation.

The concept of a culture of peace is a difficult and contentious one, especially nowadays. The United Nations gives significant attention to the topic of a culture of peace, which is defined as a holistic strategy for reducing violence and conflict. A culture of peace involves the creation of a peaceful society, with an emphasis on peace education, equality, respect for human rights, democratic involvement, and other critical components [2, p. 33].

This strategy contributes to the creation of favorable conditions for the expansion of economic and cultural cooperation, as well as the formation of mutually beneficial relationships. In this situation, a translator serves as a vital middleman, facilitating not just language but also cultural interchange between nations and promoting mutual understanding. Their use of linguistic and paralinguistic techniques can shape the character of communication and impact a productive discourse between representatives from other cultures. Understanding the translator's function as a translator of a peace culture is becoming increasingly important in light of today's international relations difficulties and prospects.

In a multicultural setting, when multiple languages are spoken and customs are observed, the challenge of accurately communicating cultural context emerges. During wars, national conflicts and other socio-cultural issues compound the situation. Translators must strike a balance between translation accuracy and cultural sensitivity to prevent distortions and misconceptions. Numerous mass media phrases that permeate the information field daily are becoming an integral part of modern life. In general, access to news resources on the Internet provides several chances for ideological apparatuses to affect society via the information space. This is especially true in the case of the Russia-Ukrainian war and post-Yugoslav war. In the first case, it is a hybrid war that includes both military operations and media warfare [2, p. 32]. The information sector is becoming a battleground for many ideas. While the media does not have the same powers as the executive or legislative departments, it may nonetheless affect political processes by exerting public control and preserving the interests of citizens.

Popular media agencies typically release their materials in other languages, needing skilled and high-quality translations of geopolitical articles and interviews, especially with the widespread availability of internet news sources. Some media outlets abuse their position and use their platforms to fuel the information war. For instance, one Russian media source characterized Trump's speech as follows:

“Former US President Barack Obama advocated the exclusion of Russia from the G8 because Russian leader Vladimir Putin's policies were more effective”.

In truth, Donald Trump made no mention of Vladimir Putin's «effectiveness» in policy. Here is a translation of Trump's similar message, as published on the official White House website.

“I think that President Obama because Putin had outsmarted him, President Obama thought it was bad that Russia was a member of this group, and so he wanted Russia to be out of it. But I think it's much more appropriate that Russia should be in the group. It should be a G8 group because a lot of the issues we are talking about are related to Russia. So, of course, I would see it as a G8 again. And if someone made such a proposal, I would certainly be inclined to support it” [5].

Essentially, interpreters contribute to global communication, promoting understanding and fostering a more interconnected world. In the intricate web of global affairs, interpreters serve as cultural mediators, bridging gaps in comprehension and fostering empathy between conflicting parties. Their nuanced approach not only aids in resolving immediate tensions but also contributes to the long-term cultivation of peaceful relationships. As interpreters navigate the challenges of conveying diverse perspectives, their role becomes increasingly essential in shaping a world where effective communication is paramount for fostering harmony and mutual understanding.

Therefore, the interchange of knowledge and experience between the Ukraine and post-Yugoslavia region plays a fundamental role in building an inclusive society, international cooperation, and demonstrating the real threat from the aggressor country.

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