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TRANSLATION CHALLENGES IN THE LINGUISTIC SPACE OF INTERNATIONAL MEDIA: POST-YUGOSLAV AND UKRAINIAN EXPERIENCE

ПРОБЛЕМИ ПЕРЕКЛАДУ У МОВНОМУ ПРОСТОРІ МІЖНАРОДНИХ МЕДІА: ПОСТЮГОСЛАВСЬКИЙ ТА УКРАЇНСЬКИЙ ДОСВІД

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Past decades, the world has witnessed numerous conflicts, revolutions, wars that have left a profound impact on the international media space. Among these, the war in the territory of the former Yugoslavia and the contemporary military aggression against Ukraine hold a special place.

The disintegration of Yugoslavia in the 1990s became the first trial for international media in covering post-Soviet conflicts. The media faced the challenge with objectively covering events in the region, complicated by propaganda, nationalism, and ethnic tensions. An important lesson learned was the need for a deep analysis of the historical, cultural, and ethnic contexts of the war.

The conflict that began in 2014 and escalated into a full-scale war of Russia against Ukraine demonstrated the way media could be used as a tool of hybrid warfare. International media dealt with a complex task – *on one hand,* it was necessary to uphold the principles of objectivity and impartiality; *on the other,* to counter information warfare and propaganda.

The representation of the Russian-Ukrainian war in the international media sparked intense discussion due to many translation issues. Linguistic, political, and cultural factors make it difficult to portray a true depiction of events and may influence the audience's perception. At first glance, language appears to be the most difficult component of the translation process. Every language has its unique characteristics, which can lead to differences in the use of phrases and expressions. It's crucial to remember that certain terms might have distinct implications and meanings in other languages, which may blur information.

Political background and impact are also impossible to ignore. Translation subjectivity may arise from the use of terminology and idioms with political connotations. Some media outlets may attempt to influence public perception using specific phrases or aspects of events.

Online news is an important source of information for English-speaking people. This requires an accurate and adequate translation to fully comprehend the issue and make fair evaluations.

Media discourse, which is closely related to military or social and political discourse [3, p. 68], is mainly directed to a wide audience and has a manipulative effect on the reader: the structure of the text and its components are designed to promote connecting with the those receiving them, covering events from a specific angle.

Ukrainian linguist V. I. Karaban defined "translation" as the process of transferring the meaning of a text from one language to another, taking into account all linguistic, cultural, and social nuances [1, p. 300]. Only by applying translation transformations the adequacy of translations can be assured.

According to V. V. Koptilov, "translation transformations are numerous and qualitatively diverse transformations that are carried out to achieve translation equivalence ("adequacy") of a translation despite differences in the formal and semantic systems of the two languages" [2, p. 131]. Translation

transformations play an essential role in defining how information is delivered to English-speaking audiences throughout the Ukraine war.

The coverage of events in the post-Yugoslav and Ukrainian regions in international media has highlighted several common trends. Both wars show by what means media can be drawn into geopolitical battles and the importance of maintaining professional ethics. Also, in both cases, the role of social networks and digital technologies in shaping public opinion becomes evident.

However, reading the news in foreign media, one often comes across terms such as "aggression", "crisis", "war", "invasion", and "conflict" used to describe the situation in Ukraine. Some English-language media outlets simply avoid using the term "war" and instead refer to it as a "crisis" or "conflict". Some media outlets use the word "conflict" in their headlines, although this term fails to reflect the wider context of current events in Ukraine. It is provoking great outrage in Ukrainian media.

Western media news avoid using the word "war" in it to mitigate the audience's perception of this situation. In agreement with the Oxford Dictionary, "war is a situation in which two or more countries or groups of people fight against each other over some time" [5]. This is exactly what is currently happening on the territory of Ukraine, but it's definitely not a "conflict" – it's a war. As maintained by Cambridge Dictionary it has additional meaning "an active disagreement between people with opposing opinions or principles" [4].

Cultural differences are also essential in shaping how people see the war. Idioms and cultural expressions can be misinterpreted and misused, confusing readers. It is vital to consider these elements to provide accurate and objective reporting.

The media framing and terms used in it can affect the way people see the war. Based on "Media Studies", framing is the way news stories are constructed to evoke a particular interpretation or reaction from the audience [5]. International media frequently use sensationalized headlines or selective coverage of events to grab the audience's interest. This might hide the true image of the war, leading to misunderstandings.

The use of terminology in combat reports is also significant. Some languages may have different ways of expressing the intensity of events. For example, terms such as «fighting» or «military conflict» can be translated in different ways, affecting the perception of the situation.

The crucial role of word choice becomes clear in headlines or announcements. For instance, the expression «occupation» might be turned into «control» or «presence,» which misrepresents truth.

Another significant problem – the use of language and terms by international media that are more in line with PR strategies or political interests than objective coverage of real events.

These examples illustrate how important is to avoid mistranslations and to choose terms based on context and language features with aim to provide accurate and objective coverage of the war in the international media.

Thus, the post-Yugoslav and Russian-Ukrainian wars emphasized the importance of verifying information and using independent sources. The experience of interaction between the post-Yugoslav and Ukrainian spaces in international media underlines the importance of critical thinking and media literacy among the audience. Having difficulties by the media during the coverage of these events, first as a conflict and later as a war, serve as a reminder of the need for continuous development of professional journalistic standards and the protection of truth in an era of information overload.

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