
**SPECIFICITY AND FEATURES
OF THE CONCEPT OF JOURNALISTIC DISCOURSE.
TRANSLATION OF SLOGANS**

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INTRODUCTION

The translation of journalistic texts is a complex process that requires a careful approach to various linguistic and cultural factors. The main goal of the section is to clarify, analyze and study the methods of translating journalistic texts. Translation is an important process in journalism that can affect the perception of a product or service in different markets. There are different methods of translating journalistic texts, which differ in approach, style and level of adaptation to the target audience. According to researchers, translation consists in reproducing in the target language the closest natural equivalent of the source message, both in terms of meaning and in terms of style¹.

Speaking about translation transformations and features of translation in the English-Ukrainian language pair, it would be more appropriate to turn to domestic scientists, since the analysis of our work concerns the translation of journalistic texts directly into Ukrainian.

1. Translation transformations

According to scientists, translation transformations are transformations that are used to transfer units of the source language to units of the target language when necessary. The source language is the language from which the translation is made, that is, the original. The translation language or target language is the language into which the translation is made. Depending on the nature of the units that are transformed, all translation transformations are divided into lexical, grammatical, and lexical-grammatical transformations.

It should be noted that there is no universal classification of translation transformations. The main characteristic feature of the existing classifications

¹ Cook G. *The Discourse of Advertising*. 2nd edition. New York : Routledge, 2001. 256 p.

is the narrowness or breadth of the approach². For the purposes of the present study, we consider the classical classification of translation transformations to be the most suitable.

Lexical transformations are deviations from direct correspondence of words. This type of transformation is mainly due to the fact that the scope of the original meanings of lexical units and the original language does not coincide. During lexical transformations, changes occur that relate to dictionary correspondences. Scientists include the following types of transformations:

- Calcification is a method of translating a lexical unit of the original by replacing its components (morphemes, words) with their lexical correspondences in the target language;

- Translation transcription and transliteration are methods of translating a lexical unit of the original by reproducing its form using the letters of the target language. The difference between these two concepts is that the first reflects the phonetic articulation of words, that is, how the word is pronounced, and transliteration, in turn, is used when a word is transferred from one writing system to another writing system³;

- Lexical-semantic substitutions (concretization, generalization, modulation) – a technique for translating a lexical unit of the original language by using units of the target language in the translation, the meaning of which does not coincide with the meanings of the source units, but can be derived from them using a certain type of logical transformations;

- Concretization (narrowing) of values – replacing a lexical unit of the original language with a broader objective-logical meaning with a unit of the target language with a narrower meaning;

- Generalization (expansion) of values – replacing a unit of the original language that has a narrower meaning with a unit of the target language with a broader meaning;

- Modulation (method of semantic development) – replacing a unit of the original language with a unit of the target language during translation, from the meaning of which the meaning of the source unit is logically deduced;

- Grammatical transformations are used to transform the structure of a sentence in the translation process in accordance with the rules of the original language. They include:

- Permutations are the process of changing the order of words and linguistic elements in a translated text, making it different from the original text;

² Mykhaylenko V. V. On Correlation of Explicature and Implicature in Advertizing Discourse. URL: <http://www.sworld.com.ua/index.php/ru/philosophy-and-philology-315/linguistics-and-foreign-languages-in-the-world-today-315/26198-315-008>.

³ Білозерська Л. П., Возненко Н. Термінологія та переклад. Вінниця : Нова кн., 2010. 232 с.

- Sentence segmentation – a translation technique in which the syntactic structure of a sentence in the original is transformed into two or more predicative structures of the target language (transformation of a simple sentence of the original language into a complex sentence of the target language; transformation of a simple or complex sentence of the original language into two or more independent sentences of the target language;

- Sentence combination – a translation technique in which the syntactic structure in the original is transformed by combining two simple sentences into one complex, or a complex sentence into a simple one;

- Grammatical substitutions – a translation technique in which a grammatical unit of the original is transformed into a unit of the target language with a different grammatical meaning. This technique involves changing the tense of verbs, the number of nouns, etc.

Lexical and grammatical transformations include:

- Antonym translation involves the translation of a phrase or sentence containing a negation using a phrase or sentence containing a negation, and vice versa;

- Lexical addition technique – introducing additional words for a more complete expression of thought, in other words, it is an expansion of the translation text;

- The technique of omission is used in the translation process in the case of semantic redundancy of certain forms in two languages, taking into account their semantic content;

- Explication (descriptive translation) in descriptive translation, a lexical unit of a foreign language is replaced by a phrase that explicates its meaning (i.e., provides an explanation or description of this word);

- Compensation is a translation technique in which the elements of meaning lost during the translation of a foreign language text are transmitted in the translated text by any other means, and not necessarily in the same place in the text as in the original, thus replenishing the lost meaning. In this case, often the grammatical units of the original are replaced by lexical ones and vice versa⁴.

It is also worth noting that in this study, in addition to the translation of gender-marked vocabulary, great attention is paid to the translation of journalistic texts in general. In view of this, we should also consider the opinions of scholars regarding the translation of journalism in general and journalistic texts. Translation is an important process in journalistic discourse that can affect the perception of a product or service in different markets.

⁴ Білозерська Л. П., Возненко Н. Термінологія та переклад. Вінниця : Нова кн., 2010. 232 с.

Foreign authors distinguish one effective translation method, which is called transcreation, which involves reproducing the text in such a way as to preserve the original message, as well as adapting it to the cultural and linguistic context of the target audience. This is a creative translation that preserves the meaning, presentation, and style of the text. Thus, in the context of the translation of journalistic texts, R. Ray and N. Kelly use the term “transcreation” and emphasize that the term is used to denote an adapted translation or when the content is completely rewritten in the target language to reflect the general meaning of the original message.

Researchers note the three most common methods of translating journalistic texts. One of the popular methods is semantic translation, which focuses on conveying the meaning of the text, rather than the exact words used. Another method is communicative translation, which is aimed at achieving the same communicative effect in the target language as in the source language. The third method is cultural translation, which includes adapting the text to the cultural context of the target audience⁵.

Thus, translation is an important process in journalism, which can affect the perception of certain phenomena in society. To carry out a high-quality and adequate translation of texts of any orientation, including journalistic ones, it is necessary to resort to translation transformations. Translation transformations are transformations that make the transition from units of the original to units of translation in cases where this is necessary. Depending on the nature of the units that are subjected to transformation, all translation transformations are divided into:

- lexical (transcription or transliteration; tracing;
- lexical-semantic substitutions – concretization, generalization, modulation);
- grammatical (permutations, sentence segmentation, sentence combination, grammatical substitutions);
- lexical-grammatical (antinomic translation, lexical addition, omission, explication, compensation) transformations.

2. Journalistic discourse as a special type of communicative activity

Thus, journalistic discourse is a special type of communicative activity aimed at promoting ideas through the use of persuasive language and images. Journalistic discourse refers to an institutional type of discourse, since there is a social institution that it provides – these are people who are

⁵ Sheverun N. V., Nikolska N. V., Kositska O. M. Linguistic features of English advertisement slogans and methods of their translation into the Ukrainian language. *Закарпатські філологічні студії*. Ужгород : Видавничий дім «Гельветика», 2022. № 2. С. 138–144.

in some way connected with journalism. A journalistic message has four main components:

- slogan,
- headline,
- main text,
- phrase.

Journalistic texts are classified as a socially informative (journalistic) functional style, since its main functions are to inform, attract attention, and persuade.

Gender stereotypes are certain ideas about the characteristics and behavior of representatives of different sexes (women and men), which are supported by the use of gender-marked words.

Gender-marked vocabulary is such lexical units of language that express belonging to a certain gender and reflect socio-cultural ideas about the uniqueness and difference between the male and female worlds. Gender-marked vocabulary in journalistic discourse for both women and men can strengthen gender stereotypes and limit people's opportunities and choices.

Translation is an important process in journalism, which can affect the perception of certain ideas or phenomena. In order to carry out a high-quality and adequate translation of texts of any orientation, including journalistic ones, it is necessary to resort to translation transformations⁶. Translation transformations are transformations by means of which the transition from units of the original to units of translation is carried out in cases where this is necessary. Depending on the nature of the units that are subjected to transformation, all translation transformations are divided into lexical (transcription or transliteration; tracing; lexical-semantic substitutions – concretization, generalization, modulation), grammatical (permutations, sentence division, sentence combination, grammatical substitutions) and lexical-grammatical (antinomic translation, reception of lexical addition, omission, explication, compensation of transformation⁷.

Thus, having marked the main translation transformations, we will then be able to analyze journalistic texts and the gender-marked vocabulary found in them, as well as identify the features of their translation⁸.

⁶ Avramchuk D., Kugai K. Peculiarities of the teen slang translation. *Іноземні мови в контексті сучасного розвитку природничих та гуманітарних наук: міждисциплінарний підхід* : збірник матеріалів VIII Всеукраїнської науково-практичної інтернет-конференції з питань методики викладання іноземної мови. Одеса : Одеський нац. університет імені І. І. Мечникова. Р. 5–7.

⁷ Сергієнко М. Вплив англійського сленгу на сучасну українську мову. *Traektorîa Nauki*. 2018. № 4(12). С. 4006–4010.

⁸ Edouihri A. The discourse of advertising : the power of language. *International Journal of Research in Education Humanities and Commerce*. 2024. № 1. Р. 1–8.

3. Translation of slogans

Next, we should consider examples in which the visual metaphor requires descriptive translation due to the complexity of the cultural code⁹. For example, in the phrase “Animals are not clowns” the word “clowns” is used as a metaphor for a violent spectacle. Direct transfer of the phrase «Тварини – не клоуни» possible, but the translation should include an explanation in the accompanying text that reinforces the social signal. Descriptive translation is justified here in cases where the audience needs additional context: «Тварини – не розвага. Не підтримуй цирки з тваринами».

Another example of complex metaphorization is the advertising slogan “If you’re not fast, you’re food”, which conveys an exaggerated concept of survival. The translation of this slogan requires modulation with an intensification of meaning, for example: «Або ти швидкий, або – їжа» / «Хто не встигає – той програв». In this structure, language ceases to be a description – it transforms into a survival mechanism, and this should be adequately conveyed in the Ukrainian version by changing the focus to danger.

It is worth considering separately the visual campaigns, where the structure is built on the contrast between expectation and reality. For example, the phrase “Little needs. Material donation can make a difference” appeals to a sense of injustice. The image of a child sitting on a pile of dirt instead of a toy horse creates a strong emotional impression. Transposition is used here, since the grammatical structure in the translation requires reformulation: «Навіть найменше може змінити життя» or «Матеріальна допомога здатна змінити долю». Direct translation of “Small needs” looks awkward, so a change in grammatical structure is necessary¹⁰.

Another effective approach is descriptive translation, especially when the original contains language games that are difficult to translate literally. A striking example is the Yakult advertisement: “Impossible. Like sharing Yakult”. The playful structure of the phrase is based on the cultural idea of reluctance to share a favorite product. The Ukrainian translation might look like «Неможливо. Так само, як поділитися Якультом», where a descriptive interpretation is used, which retains an ironic tone and conveys the concept through explanation.

The selection of an equivalent plays an important role when an English word has a Ukrainian equivalent that fits well into the context. Thus, in the appeal to safe driving: “DRINKING & DRIVING. THEY’RE BETTER

⁹ Desmarais F. Advertisement as Tourism Space: ‘Learning’ Masculinity and Femininity from New Zealand Television. *Tourism and Gender: Embodiment, Sensuality and Experience* / ed. A. Pritchard et al. Wallingford : CABI, 2007. Pp. 207–216.

¹⁰ Pinterest. URL: <https://https://pinterest.com/>

APART” – we observe a rhythmic two-syllable construction, which can be reproduced as «Алкоголь і кермо – несумісні». Here, a semantic equivalent is implemented without direct tracing, which allows for clarity and social appeal. In many cases, translators also use transposition, i.e., changing the grammatical structure to conform to the norms of the target language. In the slogan “Save time. Save cost” we have imperative forms with a concise structure. In the translation «Збережи час. Заощадь кошти» the structure is partially preserved, but verbs of a different type are used that better convey the action in Ukrainian, in particular, the transposition of tenses and aspects is used.

In some cases, calque is observed, in particular when working with fixed expressions or clichés. This may be appropriate when it comes to entrenched phrases, for example, “Split the headache”, which can be literally translated as «Розколоти головний біль». However, such a calque looks artificial in the Ukrainian context. It is more optimal to select an adapted equivalent – «Позбудься головного болю», that conveys the same message without losing linguistic naturalness¹¹.

The advertising message “INTRODUCING A TOUGH TOPICAL” uses a play on words: “tough” can describe both the effectiveness of the cream and its strength, and “topical” is a lexeme that means both an external remedy and something that is topical. Conveying both meanings requires a descriptive approach, for example: «Представляємо потужний засіб зовнішньої дії» – where a descriptive translation is used with clarification to avoid ambiguity.

Another example of a language game is an advertisement with the phrase “Because if you can’t ring her bell, others will!”. This expression is a culturally marked euphemism. Using a direct translation here carries the risk of losing meaning or creating an ambiguous reading. Therefore, it would be optimal to use an approximate translation like: «Якщо ти не зможеш – знайдеться той, хто зможе», which retains the implicit threat, but at the same time avoids outright vulgarity¹².

Finally, it is appropriate to consider examples where direct inclusion or transliteration is used. Thus, in the L’Oréal advertisement transformed into L’Oréalité, the play on words makes it impossible to translate without losing the pun. In this case, preserving the original inscription L’Oréalité accompanied by a Ukrainian explanation «Припиніть тестування косметики на тваринах» allows you to preserve the communicative power of the message.

Within the framework of social digital discourse, advertising messages not only convey commercial ideas, but also model behavioral patterns, call for

¹¹ Pinterest. URL: <https://https://pinterest.com/>

¹² Pinterest. URL: <https://https://pinterest.com/>

change or draw attention to socially important topics. Accordingly, the translator is faced with the task of not only conveying information, but also preserving the communicative intention, ironic tone, metaphoricality or emotional impact. Special attention is paid to the translation of texts in which the visual image and the verbal component form a single semantic complex.

In advertising messages, where the main role is given to metaphor as the dominant way of creating meaning, the translator is forced to modulate – to change the angle of perception or the logical structure of the message in accordance with the cultural context of the audience. For example, an image in which the neck of a tie resembles a noose in shape is accompanied by the text “Now hiring. Join the most stressful work environment”. The translation of this slogan requires modulation, since literal reproduction «Зараз наймаємо. Join the most stressful work environment» does not convey the emotional shock that results from combining a visual image with verbal text. A more appropriate option would be «Вакансії відкрито. Стрес гарантовано», which, thanks to transposition and concise structure, retains the impact of the original.

A similar technique is observed in the message “Unofficial service can be dangerous”, where the shadow of a wrench creates the silhouette of a noose. Here the technique of modulation is used: the concept of “unofficial service” is viewed as a potential threat to life. In translation, this image should be preserved, but through a change in structure: «Обслуговування поза сервісним центром може коштувати життя». This modulation allows us to emphasize the hidden metaphor – car maintenance is associated with a danger approaching fatality.

One of the most common methods in the translation of social slogans is modulation, which allows you to change the point of view or logic of the formulation in order to maintain a relevant impact on the target audience. This is especially important when the English-language slogan is built on a rhetorical opposition or paradox that has no direct equivalent in the Ukrainian cultural paradigm. For example, the phrase “The show mustn’t go on” uses a modified form of the well-known idiomatic expression “The show must go on”. The translation of this message requires modulation taking into account the shifted meaning: not direct «Шоу не має тривати», but «Цьому видовищу не місце», «Час зупинити жорстокість» etc. In this case, direct tracing would be ineffective, as it does not reproduce the ethical message: ending the exploitation of animals in circuses.

A similar strategy is used in another campaign, which uses the slogan “Stop climate change before it changes you”. Its translation needs modulation, because the literal “Stop climate change before it changes you” does not convey the sharpness and potential threat. In the Ukrainian version, it is worth using a more active form, such as «Не дозволь зміні клімату змінити тебе»

or «Встигни зупинити кліматичну катастрофу». This formulation maintains a balance between logical consistency and expressiveness. Modulation here is not only about a grammatical change in structure, but also about ideological restructuring. At the same time, a number of slogans appeal to the viewer through trope imagery, which requires either the selection of an equivalent or a descriptive translation, taking into account cultural associations. In the UN Women advertisement with the phrase “Women shouldn’t be treated like one!” the effect is achieved by visually identifying a woman with a Barbie doll. The dotted violation of grammatical logic in the phrase creates an image-call. In this case, modulation is the only effective translation method. The option would be appropriate «Жінки – не іграшки!» or «Не поведься з жінками як з ляльками», which allows to preserve the allegorical subtext without losing the sharpness of the message¹³.

In advertising that appeals to environmental consciousness, we often observe visual metaphors that form a double reading. In particular, in the image where the head of a balding man is stylized as a hill with single trees, we read the phrase “There is not much left!”. It is not only about hair loss, but also about the disappearance of green spaces on the planet. In translation, this slogan requires generalization to avoid a literal interpretation: «Майже нічого не залишилось» or «Залишилось надто мало» – both options embody the necessary imagery without losing the subtext. At the same time, the double interpretation inherent in the original is preserved through modulation and generalization.

CONCLUSIONS

Since the field of journalism is actively developing nowadays, the audience needs professional translators to localize and adequately translate journalistic texts of their product in order to expand and enter a new market. Thus, the relevance of the problems solved in the work is determined by the theoretical and practical needs in studying the methods of translating gender-marked vocabulary in journalistic texts.

SUMMARY

The article proves that journalistic texts belong to the socially informative (journalistic) functional style, since its main functions are to inform, attract attention, and persuade. Theoretical research allowed us to draw several conclusions. Publicistic discourse is a special type of communicative activity aimed at promoting phenomena and ideas of society through the use of persuasive

¹³ Pinterest. URL: <https://pinterest.com/>

language and images. Publicistic discourse belongs to the institutional type of discourse, since there is a social institution that it provides – these are people who are in some way connected with journalism. A publicistic message has four main components: slogan, headline, main text, phrase. Gender stereotypes are certain ideas about the characteristics and behavior of representatives of different sexes (women and men), which are reinforced by the use of gender-marked words. Gender-marked vocabulary is such lexical units of language that express belonging to a certain gender and reflect socio-cultural ideas about the uniqueness and difference between the male and female worlds. Gender-marked vocabulary in journalistic discourse for both women and men can strengthen gender stereotypes and limit people's opportunities and choices. To carry out a high-quality and adequate translation of journalistic texts, it is necessary to resort to translation transformations. Translation transformations are transformations that are used to make the transition from units of the original to units of translation when necessary. Depending on the nature of the units that are transformed, all translation transformations are divided into lexical (calculation; lexical-semantic substitutions – concretization, generalization, modulation) and grammatical (permutations, grammatical substitutions, antinomic translation, addition, omission).

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