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STRATEGIES AND TECHNIQUES USED TO ADAPT UKRAINIAN NEWS TEXTS INTO ENGLISH

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The article is devoted to highlighting the main trends in interdisciplinary research on contemporary translation studies, focusing on the strategies and techniques used in translating and adapting Ukrainian news texts into English. In the digital era, electronic media are rapidly expanding, reaching an ever-growing online audience. Globalization encourages both the localization of news websites and their careful translation into multiple languages. Ukrinform, Ukraine's national news agency, plays a central role in this process, providing news in Ukrainian, English, German, Spanish, French, Japanese, and Polish. The study is relevant due to the increasing demand for accurate and culturally sensitive translation of Ukrainian news for international readers, balancing clarity, precision, and expressiveness.

Translating Ukrainian news involves both linguistic operations and adaptive strategies to make content accessible, clear, and engaging for non-specialist audiences. These strategies include lexical modification, grammatical restructuring, stylistic adaptation, transliteration, tracing, reduction or addition of information, reorganization, and sentence restructuring. Selection and editing strategies further help reformulate and contextualize information, preserving both accuracy and the expressive, emotional qualities of news discourse. Filtering and transediting tailor content to the expectations of global audiences.

These translation strategies overcome linguistic and cultural differences while maintaining reliability, coherence, and overall expressiveness. They ensure that Ukrainian news is both informative and highly engaging, allowing it to resonate with a wide international readership and contribute to a better understanding of Ukrainian perspectives in the global media landscape.

Key words: news translation, translation techniques, media discourse, text adaptation, Ukrainian-English translation.

Пальчевська Олександра, Кучеренко Марина. Стратегії та техніки адаптації українських новинних текстів англійською мовою

Стаття присвячена висвітленню основних тенденцій у міждисциплінарних дослідженнях сучасних перекладознавчих наук, з акцентом на стратегіях і техніках, що використовуються при перекладі та адаптації українських новинних текстів англійською мовою. У цифрову епоху електронні ЗМІ швидко розширюються, охоплюючи дедалі більшу онлайн-аудиторію. Глобалізація сприяє як локалізації новинних веб-сайтів, так і їх ретельному перекладу на різні мови. Укрінформ, національне інформаційне агентство України, відіграє центральну роль у цьому процесі, надаючи новини українською, англійською, німецькою, іспанською, французькою, японською та польською мовами. Дослідження є актуальним через зростаючий попит на точний і культурно обумовлений переклад українських новин для міжнародних читачів, що поєднує ясність, точність і виразність.

Переклад українських новин передбачає як лінгвістичні процеси, так і адаптивні стратегії, щоб зробити контент доступним, зрозумілим і цікавим для нефахової аудиторії. Ці стратегії включають лексичну модифікацію, граматичну реструктуризацію, стилістичну адаптацію, транслітерацію,

відстеження, скорочення або додавання інформації, реорганізацію та реструктуризацію речень. Стратегії відбору та редагування допомагають переформулювати та контекстуалізувати інформацію, зберігаючи як точність, так і виразні, емоційні якості новинного дискурсу. Фільтрування та трансдитування адаптують контент до очікувань глобальної аудиторії.

Ці стратегії перекладу долають мовні та культурні відмінності, зберігаючи надійність, узгодженість та загальну виразність. Вони забезпечують інформативність та високу увагу до українських новин, дозволяючи їм резонувати з широкою міжнародною аудиторією та сприяти кращому розумінню українських поглядів у глобальному медіапросторі.

Ключові слова: переклад новин, техніки перекладу, медіадискурс, адаптація тексту, переклад з української на англійську.

Introduction. Over the past two decades, electronic media publishing news on websites and reaching an ever-growing audience of Internet users have developed rapidly. Concurrently, there is a clear tendency to localize news websites and translate news stories into multiple languages. The target audience of a media text typically comprises readers without specialized knowledge or familiarity with the basic terminology of various scientific fields. Despite the characteristic scientific style, which emphasizes rigor and logical presentation, such articles often include an emotional and expressive dimension, allowing the author to convey attitudes toward scientific discoveries or employ various techniques to engage and maintain the reader's attention.

This article focuses on the strategies and techniques employed in translating and adapting Ukrainian-language news articles from the Ukrinform resource into English. The methodological and theoretical framework is grounded in the works of scholars in the theory of popular science discourse [1, 2], media discourse studies [14], terminology [6; 8], and translation studies [4; 5; 9; 13].

Ukrinform, Ukraine's national news agency [7], serves as a central source of information on political, economic, social, scientific, cultural, and societal developments in Ukraine and abroad. Established in 1918, the agency publishes news in Ukrainian, English, German, Spanish, French, Japanese, and Polish. It maintains the largest regional and international correspondent network in Ukraine, with representatives operating across almost every region and in 11 countries worldwide, including the USA, Canada, Germany, Austria, Belgium, Netherlands, France, Poland, Latvia, Turkey, and China.

The topicality of this study stems from the growing need for accurate and culturally sensitive translations of popular science media texts, which make scientific knowledge accessible to

a wide international audience. Although media translation and popular science discourse have been extensively studied, there remains a lack of research specifically examining the strategies and techniques used in translating Ukrinform's Ukrainian-language news articles into English, particularly regarding the balance of accuracy, clarity, and cultural adaptation. This article seeks to address this gap.

The aim and objectives of the research. Due to the above, the purpose of this research is to identify, analyze, and systematize the key strategies and techniques applied in translating and adapting Ukrinform's Ukrainian-language news articles into English, with particular focus on translation transformations, reduction, reorganization, and editorial adaptation decisions that ensure clarity, accuracy, cultural relevance, and effective communication for a general international readership.

Materials and methods. The study is grounded in the interdisciplinary framework of translation studies, applying systematic approaches to examine translated news texts on the Ukrinform portal. Product-oriented methods, including comparative textual analysis and critical discourse analysis, are used to evaluate the implementation of translation transformations, reduction, and reorganization. This methodology enables a structured assessment of linguistic and cultural modifications, ensuring the reliability of observations and providing a solid foundation for analyzing how editorial decisions contribute to effective communication in English-language news.

Discussion. Building on this methodological framework, the study applies the outlined methods to empirically analyze translation transformations as mechanisms for addressing linguistic and cultural asymmetries in Ukrinform's news articles. Translation transformations are defined as interlingual operations which modify the formal and/or semantic structure of the source text

to achieve equivalence in the target language, often involving techniques such as transposition, modulation, or adaptation to accommodate linguistic and cultural differences [9]. These operations, which go beyond standard interlanguage correspondences, allow adaptation of form and meaning to ensure communicative effectiveness. As R. Holland notes, that transformations in news translation involve the reformulation of source text elements to adapt to the target audience's linguistic and cultural expectations, effectively substituting one expressive form for another to maintain communicative intent [12; 13]. Similarly, Y. Gambier describes transformations as methods of translation that can be used when dictionary correspondences are absent or contextually inappropriate [11], as well as V. Karaban while addressing Ukrainian-English typological differences notes syntactic and lexical adjustments [3, p. 112]. These methods, categorized as lexical, grammatical, and stylistic transformations, employ techniques like modulation and transliteration to adapt culturally specific terms, ensuring effective translations that balance linguistic and cultural needs [10; 12].

Additions, a prevalent strategy, clarify unfamiliar concepts, names, or abbreviations for international readers, ensuring the source text's meaning is preserved. For example, in a Ukrinform article, the title «Путін. (Спроби створити однополярний світ проваляться)» [7] is translated as “Putin (Attempts for a uni-polar world will fail; *balance in the world will be restored*)” [7] with an explanatory note clarifying the Russian regime's criticism. Similarly, in «ПриватБанк» заперечує зникнення грошей тренера збірної України» [7] the translation “PrivatBank denies the disappearance of the money of the coach of the national team of Ukraine. *PrivatBank has responded to the statement by the head coach of the Ukrainian U-21 national team Ruslan Rotan (a Ukrainian football player and coach)*” [7] includes a parenthetical note identifying Rotan. Another example «У балансі націоналізованого ПриватБанку немає зобов'язань перед власниками єврооблігацій...» [7] is rendered as “The balance sheet of the nationalised PrivatBank has no liabilities to Eurobond holders, and the decision to conduct the nationalisation procedure was made exclusively by *the Deposit Guarantee Fund and the NBU (the National Bank of Ukraine)*,” [7] clarifying the abbreviation NBU.

Finally, in «У нашій зоні відповідальності ворог не припиняє атак...» [7] the translation “In our area of responsibility, the enemy does not stop attacking civilians *on the right bank (of the Dnipro – ed.)* and has used more than 70 *FPV drones, unmanned aerial vehicles (UAVs)*, against both troops and civilians” [7] explains both FPV drones and geographic context.

A comparative analysis of source and translated texts published on the Ukrinform portal reveals that **reduction**, through the omission of information, is employed selectively to enhance the accessibility and relevance of news content for the target audience. This strategy simplifies the translated text by removing redundant or culturally incomprehensible elements and shifting narrative emphasis to align with the audience's context. The following examples illustrate the application of reduction, with omitted information from the source text underlined for clarity.

The source text states, «Зловмисники вчинили замах на розкрадання грошових коштів з кореспондентських рахунків, відкритих у Центробанку в обсязі 2,87 млрд грн. При цьому розкраданню 1,67 млрд гривень вдалося занобігти» [7]. The translation, “*The attempts to steal UAN 1.67 billion were repelled,*” [7] omits the first sentence, shifting the emphasis from the attempted theft to the successful prevention, prioritizing the positive outcome for international readers.

In the next example the source text reads, «Глава держави обговорив із Президенткою Словенії співпрацю в Раді Безпеки ООН та оборонні потреби України. Президент України Володимир Зеленський провів телефонну розмову з Президенткою Словенії Наташею Пірц Мусар.» [7] The translation, “*Head of State discussed cooperation in the UN Security Council and defense needs of Ukraine with the President of Slovenia,*” [7] removes the second sentence, eliminating redundant detail about the phone call to focus on the discussion's content.

These examples demonstrate that reduction, through the selective omission of lexical units, sentences, or entire paragraphs, serves to eliminate redundant or contextually irrelevant information, thereby simplifying the translated text and enhancing its clarity and focus for the target audience. This strategy reflects editorial decisions to prioritize communicative effectiveness and cultural appropriateness in news translation.

Reorganisation in news text translation, as observed in Ukrinform's publications, involves restructuring sentences and paragraphs to align with the target audience's journalistic conventions and to prioritize critical information, thereby enhancing communicative effectiveness. While some changes stem from linguistic differences between source and target languages, most rearrangements reflect deliberate editorial choices to shift emphasis toward culturally relevant or salient details. For instance, **sentence splitting** is used to improve clarity, as seen in the first example, where the source text «Перші результати виборів очікуються у неділю. Якщо жоден кандидат не здобуде підтримки більше як половини виборців, 11 лютого буде проведено другий тур виборів за участю двох претендентів на посаду президента, які набрали найбільше голосів у першому турі» [7] is translated as “*The first election results are expected on Sunday. If any candidate does not win the support of more than half of the voters, a second round of elections will be held on 11 February. The two presidential candidates who received the most votes in the first round will take part in it,*” [7] breaking one complex sentence into three for readability. Similarly, in the next sample, the source text «Російська пропаганда дивним чином пропустила нагоду похвалитися над кадрами тіл українських захисників... Єдине повідомлення з цього приводу: «п'ятеро тіл відправлено до моргу, а інших треба ідентифікувати по ДНК, що затягнеться надовго» [7] becomes “*Russian propaganda strangely missed the opportunity to gloat over the footage of the bodies of Ukrainian defenders... The only message on the matter was: ‘five bodies have been sent to the morgue, and the rest need to be identified by DNA, which will take a long time’*” [7] with sentences split to emphasize distinct points for clarity. Structural reorganisation is evident in the third example, where the source text about a fire in Poltava begins with «У Полтавській області понад 150 рятувальників долучилися до ліквідації

пожежі...» [7] and includes a detailed quote from Philip Pronin, but the translation reorders it: “*As reported earlier, the enemy attacked the Poltava region with missiles, hitting an industrial facility... In the Poltava region, more than 150 rescuers have joined the elimination of a fire*” [7] adopting an inverted pyramid structure that foregrounds the attack and its consequences, followed by the quote and source details.

The following instances demonstrate that reorganisation, through sentence splitting and structural rearrangement, aligns news texts with the target audience's expectations, prioritizing key information and enhancing engagement in accordance with foreign journalistic traditions.

Results. The analysis of Ukrinform's English-language news translations reveals a multifaceted interplay of editorial and translational strategies designed to optimize clarity, cultural relevance, and informational accuracy for a global audience. Translation transformations, including additions, reductions, replacements, and structural reorganizations, serve as tools to reconcile linguistic and cultural divergences while preserving the communicative intent of the original texts. These strategies demonstrate that news translation is not a mere linguistic exercise but a process that integrates editorial decision-making and cultural mediation to achieve both accessibility and engagement.

Future research could expand on this study by examining longitudinal changes in translation practices across different genres of Ukrainian media, comparing strategies employed in real-time reporting versus feature articles. Additionally, incorporating process-oriented methods, such as translator interviews or think-aloud protocols, may provide deeper insight into the cognitive and decision-making processes behind adaptive editorial choices. Exploring audience reception studies would further clarify how international readers perceive and interpret translated content, offering evidence-based guidance for optimizing translation strategies in Ukrainian news media for diverse global audiences.

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