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МЕТОДИЧНІ РЕКОМЕНДАЦІЇ

для виконання практичних завдань, самостійної та індивідуальної роботи з освітнього компонента « **Професійна іноземна мова та основи перекладу**» для здобувачів вищої освіти другого (магістерському) рівня спеціальностей СЗ «Міжнародні комунікації» та С1 «Економіка та міжнародні економічні відносини» очної (денної) та заочної форм здобуття вищої освіти

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(протокол №1 від «25» серпня 2026р.)

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Укладач: Кіра ВИШНЕВСЬКА

доцент кафедри міжнародних відносин к.п.н.,
доцент.

Відповідальна
за випуск:

Ірина
МАКСИМОВА

завідувач кафедри міжнародних відносин, д.е.н.,
доцент.

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Section 1 Theory of Translation

Translation is a phenomenon of cross-language communication. While two languages can be similar structurally, they differ in expressive means and content. To find an optimal solution to a translation problem, the interpreter has to apply their associative competence and their understanding of ethnic and cultural differences. Translation is a subjective interpretation of text and depends on correlating the cognitive bases of the source and target languages. A professional interpreter must not only know both languages but also have developed their intuition and mastered the art of the word. Translation depends a lot on psychology, applying not only the strictly linguistic and literary knowledge but also the behavioral and mental aspects of culture theory. It matters that the dialogue doesn't happen between cultures on their own but between specific people, for whom their cultures define their semantic and symbolic environment.

First, there is **interpretation** and there is **translation**. It's called interpretation when the interpreter speaks live, and translation when they take their time to write. Second, the specialists in the field of translation specialize in specific types of text. Economic translators work with accounting and tax documentation, international treaties and acts, as well as financial reports. Legal translators work with regulations, laws and bills, contracts and agreements, jurisprudence books and articles. Sociopolitical translators work with documents, magazines, newspapers, radio and television speeches. Their goal is to influence the audience. This type of translation requires knowledge of political science and a grasp of both international relations and internal affairs.

Models of translation

A model of translation is an attempt to project the general principles of linguistics or psychology onto the translational process. Translational models are hypothetical, however they have prognostic potential as they describe typical algorithmic actions of an interpreter which result in a specific translation.

Situational model. According to the situational (denotative) model, the meaning of all linguistic signs represents certain objects, phenomena and relations of the everyday reality. A real situation is a complex of the denoted objects and the relations between them. Any real situation can be described in terms of any language because people share the same reality regardless of which language they speak. The terms may differ: «keep off the grass» — «по газонах не ходите». It is the responsibility of the interpreter to find the precisely equivalent terms, come up with new terms or represent the situation using existing alternative means.

Semantic model. Semantics study the meaning of a term, which can be found by determining a differential quality, antonymic to a certain other term. For example, a student is not a teacher, neither he or she is multiple students. When the interpreter applies the semantic model of translation, their goal is to replicate the meaning that is relevant to the communication, and avoid replicating irrelevant meanings.

Finding a creative way to replicate the meaning matters when the source and target languages say the same thing without strict equivalence, using different words

with multiple meanings: «Last year saw a rapid growth of industrial production» — «Минулий рік відзначився швидким зростанням промислового виробництва».

Transformational model of translation relies on structural changes of the text during the translation, for example the changes in how sentences are constructed.

It is related to the **informative** model of translation, which rejects the weight of elementary semantic components and their related categories in the process of translation. Instead, the interpreter focuses on decoding and relaying different types of information carried by the source text. Applying the **informative** translational model, one keeps in mind the distinctness of cultures, the conditions during which the source text was created and the cultural competence on the recipient of the translation.

When applying the **transformational** model, the interpreter begins by transforming surface structures (complex sentences) into core, invariant structures, in which the logical and syntactical relations are the most transparent. They continue by substituting core structures of the source language with the equivalent core structure of the target language. Finally, they reconstruct a structure in the target language that stylistically matches the structure of the source.

Example:

Surface structure: The White House pressurized the Senate into reconsidering its decision.

Core structures: The White House pressurized the Senate. The Senate reconsidered its decision.

Establishing relations: The White House pressurized the Senate so that it should reconsider its decision.

Substitution: Президент (адміністрація президента, виконавча гілка, уряд,) натис на сенат, щоб той скасував своє рішення. Further stylistic editing may be possible.

Stylistic adaptations and modifications during translation

Stylistic transformations are translational methods that help the interpreter shift stylistic accents, neutralizing the connotations or exposing their relevance. Such transformations adapt the language of the translation to the stylistic norms of the target language.

Logization is when the interpreter substitutes an emotionally expressive or ethnically marked unit of the source language with its stylistically neutral counterpart in the target language: bucks — долари, to give a sack — звільнити з роботи.

Expressivation is when, on the contrary, the interpreter substitutes a neutral unit of the source language with its stylistically marked counterpart in the target language, adding emotional expressivity to the translation: to go — чимчикувати, house — хата.

Modernization is substitution of legacy, archaic or historical words, expressions and syntactic structures with their modern counterparts, which weakens the aesthetic function of the source: yeoman — фермер, «Would you be so kind as to supply us with the additional information» — «Надайте нам, будь ласка, додаткові відомості».

Archaization is when modern, common vocabulary is substituted with archaic and historic words, expressions and syntactic structures in order to reconstruct the historical reality or saturate the language stylistically: the clothes — шати, «Don't hesitate to apply for further information» — «Якщо ваша ласка, надайте нам додаткові відомості».



Theoretical questions to Section 1

1. According to the text, what is the fundamental difference between "interpretation" and "translation," and what is the primary goal of a sociopolitical translator?
2. What are the three sequential steps an interpreter must take when applying the *transformational model* of translation? Explain using example another than White House.
3. Compare the concepts of *logization* and *expressivation*. Provide text-based examples for each transformation.
4. How does the *situational model* justify the possibility of translating any reality?

Section 2 Specific Aspects of Translation

2.1 Statistical Parameters in Economics and Info-Management

Modern journalism (especially Data Journalism) and social sciences require flawless precision when translating mathematical and statistical data, where an error in a single word completely changes the meaning of the study.

Mean vs. Median: **Mean:** The sum of all values divided by their total number. **Median:** The value that is exactly in the middle of a sample (half of the sample is greater than it, and half is less). In texts about population income, the literal translation of *average income* as «середній дохід» can distort reality if economists meant *median income* «медіанний дохід», which reflects poverty levels much better.

Statistical Significance (Статистична значущість): The word *significant* in everyday English means «важливий, вагомий». However, in scientific texts, *statistically significant* is translated strictly as «статистично значущий» (and not «дуже важливий»).

Sampling Error / Margin of Error: the difference between the sample metrics and the actual metrics of the entire population. When translating opinion polls, *margin of error* is translated as «межа похибки» or «статистична похибка» (for example, "with a margin of error of $\pm 3\%$ " — «із похибкою $\pm 3\%$ »).

The list of lexical **Pitfalls** and "**False Friends**" is endless. The term "**Alternative**" in economics often refers to missed benefits rather than choice (**Opportunity Cost** — альтернативна вартість). The term "**Stock**" changes its meaning depending on the context: **акції, цінні папери** (finance), **товарні запаси, список майна** (logistics), or **основний/статутний капітал, обсяг капіталу** (macroeconomics). **Yield** can be translated as **урожайність** (crop yield) in the agricultural sector, but as **доходність** (yield/return) in bonds and securities. Differences in Accounting Systems and Auditing standards is of paramount importance. The translation of IFRS (International Financial Reporting Standards)

documents requires strict compliance with the terminology established by the Ministry of Finance of Ukraine. **Bad Debt** is translated in Ukrainian practice, with precise legal accuracy as **безнадійна дебіторська заборгованість** (irrecoverable receivable), rather than a literal "поганий борг". Revenue vs. Profit are crucial to be clearly distinguished as **Revenue** means **виручка/дохід** and **Profit** is **чистий прибуток**.

2.2 Loanwords and Anglicisms play a vital role in shaping the vocabulary of the modern Ukrainian language. While its core vocabulary remains firmly Slavic, centuries of trade, geopolitics, and global technological expansion have integrated foreign words into everyday speech. Today, English is the primary source of new vocabulary, reshaping professional and youth slang. They are mostly translated through transliteration: донат (donation), лінк (link), апдейт (update), діджиталізація (digitalization). In Business & Media we come across дедлайн (deadline), фідбек (feedback), стартап (startup), піар (PR). **Hedging** is often transliterated directly into Ukrainian as **хеджування** meaning **зниження або страхування ризиків**. **Default** is translated as **дефолт** or **невиконання фінансових зобов'язань**, depending on how formal the text style is. Benchmarking is firmly established in Ukrainian business texts as **бенчмаркінг** (порівнювальний аналіз). Youth slang most popular examples are: вайб (vibe), крінж (cringe), рофл (rolling on floor laughing), шиперити (to ship/pair characters).

False friends are words that look similar in two languages but have different meanings. Students often fall into the trap of using these words incorrectly due to their deceptive familiarity, leading to mistranslations. These errors can arise in a variety of contexts, ranging from general to more specialized fields. Take, for instance, this example: *А ось Вам і цікава історія... And here's an interesting history... "History"* is used to translate "історія", but in this context, "story" is the correct choice, as it refers to an *anecdote* rather than a *historical event*.

False friends can also appear in more specialized contexts: An illustration of this is found in the following sentence: *До того ж, зменшення льодовиків може означати, що в майбутньому скоротяться запаси прісної води, а це негативно позначиться на енергетиці й сільському господарстві / In addition, the shrinking of glaciers could mean that in the future fresh water supplies will decrease, which will have a negative impact on energetics and agriculture.* The word *енергетика* is incorrectly translated as "energetics." In English, "energetics" refers to a branch of physics, not the energy industry. The correct translation would be "energy sector" or "energy industry."

Top 12 "False Friends" in Social Sciences & Journalism

Never translate these words with the very first analogue that comes to mind!

Word (ENG)	✗ Mistake (False Friend)	Professional Translation (Media / Sociology)
Data	Дата	Дані, статистика, інформація
Decade	Декада (10 днів)	Десятиріччя (10 років)
Audience	Аудиторія (кімната)	Цільова аудиторія, читачі, глядачі,

		публіка
Expertise	Експертиза (процес/дослідження)	Досвід, компетентність, експертні знання
Cabinet	Кабінет (меблі/кімната)	Кабінет міністрів, уряд
Partisan	Партизанський	Упереджений, партійний, заангажований
Ambition	Амбіція (негатив)	Прагнення, мета, масштабні плани (позитив)
Sympathy	Симпатія (потяг/захоплення)	Співчуття, жаль, підтримка
Radical	Радикальний (екстремізм)	Кардинальний, корінний (e.g., radical reforms)
Activity	Активність	Діяльність, робота, функціонування
Dramatic	Драматичний	Різкий, істотний (e.g., dramatic increase — різке зростання)
Administration	Адміністрація (завгоспи/офіс)	Уряд, керівництво країни (e.g., Biden administration)



Practical Tasks to Section 2: Provide examples of loanwords and anglicisms, lexical pitfalls and "False friends" in context.

Section 3 Typical Translation Linguistic Errors

Lexical Errors: Unjustified transliteration occurs when translators directly render a word from the source language into the target language using phonetic spelling, without checking whether an established equivalent exists in the target language: *У грудні 2023 року шість обленерго, де основним акціонером є держкомпанія «Українські розподільні мережі», змінили склад наглядових рад / In December 2023, six oblenergос, where the main shareholder is the state-owned company Ukrainian Power Distribution Networks, changed the composition of the supervisory boards.* The term "обленерго" is an abbreviation for *обласне енергетичне підприємство*, meaning "regional energy company." Transliterating it as "oblenergос" would be unclear and confusing to English-speaking readers. In such cases, it's more effective to use a descriptive equivalent to ensure clarity.

Lexical Errors: Word Choice. A significant number of errors stem from the wrong choice of words, where translators select terms that do not accurately convey the intended meaning in English. This issue often arises from a lack of vocabulary depth, interference from the source language, overreliance on dictionaries, or insufficient exposure to the target language's subtleties. One of the most common types of mistakes in translations is the failure to carefully select the appropriate equivalent for polysemic words, which have multiple meanings depending on the context. For example, in the sentence *Необхідно підготувати остаточний*

висновок за результатами свого річного розслідування / *It is necessary to prepare a final report on the results of your annual investigation*, the translator uses the terms "report" and "investigation." However, *висновок* in this context means "conclusion," and *розслідування* would be more accurately translated as "inquiry," especially if the investigation is formal or official. This slight but important distinction changes the tone and accuracy of the translation. Or: *Самсона боялися через його величезну силу.* / *Samson was feared because of his immense power.* While "power" and "strength" are related, "strength" is more appropriate when referring to physical prowess. Another example of misinterpreting polysemic words occurs with the sentence *Нові правила перевезень залізницями ЄС певно не тільки покращать якість залізничних перевезень* / *The new EU rail rules will surely improve the quality of rail transport.* Here, *певно* is translated as "surely," which implies certainty. However, *певно* can also mean "probably" or "likely." In this case, "*are likely to*" would be a more accurate translation to capture the intended meaning, as it reflects a more cautious prediction. One common issue is unfamiliarity with the terminology of specific fields. This is particularly evident in the translation of bureaucratic terms, as shown in the following example: *Закон говорить, що обов'язковими є лише медичні довідки* / *The law says that only medical references are mandatory.* In this case, *медичні довідки* refers to official documents that confirm medical information, but "references" implies a recommendation or mentioning. The correct term in English should be "certificates" to reflect the intended meaning accurately. Legal terminology presents another challenge, even when used in non-legal contexts, such as news reporting. Consider this example: *За останні 11 місяців відбулися численні арешти агентів СБУ за звинуваченнями в державній зраді* / *In the last 11 months, a significant number of SSU agents have been arrested because of the governmental betrayal.* Here, *державна зрада* is translated as "governmental betrayal" instead of "treason." "Betrayal" is a literal translation of *зрада*, "treason" is the appropriate legal term in English for betraying one's country. In some cases, inappropriate word choice stems from ambiguity in the source context, particularly when dealing with numerical expressions. For example: *Якщо говорити про швачок та кравців, то наприкінці минулого року на 1 місце було 11 осіб, що на 4 менше, ніж у період липень-вересень* / *Speaking about seamstresses and tailors, there had been 11 people on the first place by the end of last year, which is 4 less than in the July-September period.* The phrase *на 1 місце* refers to competition for a single job opening, but the translator mistranslates it as "on the first place," which makes no sense in this context. The correct phrase should be "for one vacancy."

Stylistic Errors. Among the stylistic errors frequently encountered in translations from Ukrainian into English are issues that arise from insufficient familiarity with the stylistic norms of the target language. These include the use of overly long subject groups, incorrect sentence construction, improper formation of attributive noun phrases, underuse of verb forms typical of English speech, and mistranslation of colloquial or highly informal words. One common mistake is the use of sentences with long subject groups. For example, *Розробка веганського, халляльного,*

кошерного та пісного меню в планах Олексія Стецюка was translated as *The plans of developing vegan, halal, kosher and lean menu has Olexii Stetsyuk*. This translation is awkward and unclear. A better version would be *Olexiy Stetsyuk is planning to develop vegan, halal, kosher, and meatless menus*, which simplifies the subject group and provides a clearer sentence structure. Another example is *Під час обшуків у затриманого знайшли мобільні телефони, сімкартки російських операторів, готівкові кошти та інші докази* translated as *During the searches, the detainee's cell phones, SIM cards of Russian operators, cash, and other evidence were found*. A more natural translation would be *The searches of the detainee revealed cell phones, SIM cards, cash, and other evidence*, which reduces the complexity of the subject group. In English, long subject groups (more than six words) are less common because English favors a structure where the predicate group predominates. Typically, the predicate group should have more words than the subject group. For instance: *Минулий рік був ознаменований новими епізодами покращення відносин між Великою Британією та Аргентиною* translated as *New episodes of improved relationships between Great Britain and Argentina defined previous year* would sound more natural as *Last year saw new episodes of improved relations between Great Britain and Argentina*.

Grammatical Errors: Preposition Use. Ukrainian translators often rely on English prepositions to fulfill the functions of Ukrainian grammatical cases, which can result in the omission of necessary prepositions. For example, in *Цим документом було передбачено збільшення частки відновлюваних джерел...* translated as *Hereby they provide an increased share of renewable sources...*, the verb *provide* requires the preposition *for* in English, but it was omitted due to a literal translation from Ukrainian, where no preposition is needed. Superfluous prepositions are also common, typically due to direct translation of Ukrainian prepositions. In *...власникові такого паспорту не мають права відмовляти у в'їзді...* translated as *the owner of such passport cannot be refused in entry...*, the preposition *in* before *entry* is unnecessary because *refuse* is a transitive verb in English. Preposition misuse is the most frequent type of error, often involving incorrect selection of prepositions. For instance, in *Як вам вдається не відволікатися на дрібниці...* translated as *How do you manage not to get distracted with trivialities...*, the translator incorrectly uses *with* instead of the correct preposition *by*. This reflects a lack of precision in preposition selection, stemming from an incorrect transfer of Ukrainian prepositional usage.

Word Order Errors (Syntax): While understanding that verbs typically come second in English sentences, translators often struggle with English's stricter subject-verb-object order, leading to awkward constructions. For example, *У документі також вказано...* was translated as *In the document is also pointed out on the...* Here, the verb is incorrectly precedes the subject, reflecting a literal translation of Ukrainian word order. In English, the subject must precede the verb, so the correct form is *The document also points out the role of* Another common issue arises from the need for more formulaic sentence patterns in English. In *Як повідомляє «Україна молода», про це в понеділок повідомив прес-центр «Укрзалізниці»* translated as *As informs "Ukraine Moloda" the press center of*

Ukrzaliznytsia reported about it on Monday, the verb *informs* incorrectly precedes the subject. English rarely uses inverted word order, except in specific stylistic contexts. A more natural translation would be *According to the newspaper 'Ukraine Moloda,' the press center of Ukrzaliznytsia reported this on Monday*.

Idiomatic language has long been regarded as a challenging aspect of translation due to the difficulty of recognizing idioms, finding appropriate equivalents, and understanding when a non-idiomatic source phrase would be better rendered through an idiom in the target language. Some researchers consider that idioms are expressions or phrases, which meanings differ from the immediate meaning of each separate word making the phrase. For instance, the English idiom “milk and water” has the direct meaning “молоко і вода”, but the idiom is translated as “щось пусте, беззмістовне (життя, книга, розмова)”; “hammer and tongs” having the direct meaning “молоток та щипці”, but the idiom is translated as “з усієї сили”. To grasp the idea of idioms, one should know the context it is used in. Many idioms which are currently used in communication can be found in the works of one of the most famous playwrights William Shakespeare, e.g. “something is rotten in the state of Denmark” – “щось трапилося, щось не так”; “one fell swoop” – “одним махом”; “flesh and blood” – “плоть і кров”; “vanish into thin air” – “розчинитися в повітрі”; “brevity is the soul of wit” – “стислість, сестра таланту”. One more example is found in the novel “The Strange Case of Dr. Jekyll and Mr. Hyde” by Robert Louis Balfour Stevenson, i.e. the idiom “Dr. Jekyll and Mr. Hyde” is used to mean a person who changes his/her behavior from kind to evil (“людина-перевертень, в якій перемагає то добро, то зло”).

Among the most used methods, the following are worth consideration. Descriptive translation is the method which can be used in case no equivalent is found in the target language (e.g. “a cat is out of the bag” – “ні для кого не секрет”; “keep one’s nose clean” – “триматися подалі від гріха”; “to cut off with a shilling” – “залишити без спадку”; “a white elephant” – “непотрібний подарунок, обуза”; “make two bites of the cherry” – “ділитися чимось дуже малим”). Searching equivalent in the target language is another method used in case the two languages have borrowed the idiom from the same source (“at any price” – «будь-якою ціною»; “an early bird” – “рання пташка”; “hang by a hair” – “висіти на волосині”; “the tip of the iceberg” – “вершина айсберга”; “a needle in a haystack” – “голка в стозі сіна”; “there is no smoke without fire” – “немає диму без вогню”; “strike while the iron is hot” – “куй залізо, поки гаряче”). One more method is to use the equivalent idiom in the target language with involves different images to carry the same meaning. Such method is mostly used to translate proverbs, e.g. “an early bird catches the worm” – “хто рано встає, тому Бог дає”; “as the tree so the fruit” – “яблуко від яблуні недалеко падає”; “better an egg today than a hen tomorrow”, “better one small fish than an empty dish” – “краще синиця в руках, ніж журавель в небі”, “better be born lucky than rich” – “не народись красивою, а народись щасливою”. Absolute equivalents are used in case of international idioms: “have a place in the sun” – “мати місце під сонцем”; “have a roof over your head” – “мати дах над головою”; “a gentleman’s agreement” – “джентльменська угода”; “a wolf in sheep’s clothing” – “вовк у овечій шкірі”; “all’s well that ends well” –

“все добре, що добре закінчується”; “better late than never” – “краще пізно, ніж ніколи”. A relative equivalent is used when idiom is slightly changed when translating from English into Ukraine, e.g. “a driving force” – “рушійна сила”; “all is not gold that glitters” – “не все те золото, що блищить”; “one’s heart stands still” – “серце завмерло”; “be as busy as a bee” – “трудитися, як бджола”; “and so on and so forth” – “і так далі, і тому подібне”; “appearances are deceptive” – “зовнішність оманлива”.

In the example *Падіння життєвого рівня підірвало довіру до уряду* / *The downfall of living standards has undermined confidence in the government*, the word “downfall” is used incorrectly. “Downfall” is typically reserved for entities such as governments or leaders, not abstract concepts like living standards. A more appropriate translation would be “falling” or “declining,” which accurately reflects the change in living standards. Another challenge arises with idiomatic expressions that, when translated too literally, lead to mixed metaphors. In the sentence *Справді, час зрушити воза з місця і нарешті згадати про українську науку* / *Indeed, it's time to get this cart off the ground and finally remember about Ukrainian science*, the idiom *зрушити воза з місця* means *to initiate action*. However, the translation “get this cart off the ground” mixes metaphors, as it combines imagery of carts and flying. A better choice would be “get the cart moving,” which preserves the original metaphor and meaning. Conversely, there are situations where using an idiom in the target language may not be the best option, and a more direct translation is needed. For instance, in the sentence *Рантом у дверях з'явився величезний чоловік* / *Suddenly a huge man appeared at the door*, the phrase *у дверях* should be translated as “in the doorway,” indicating that the man is physically standing within the door frame. The student’s choice of “at the door” inaccurately conveys the image, as it suggests the man is simply standing near the door rather than within the entrance.



Practical Tasks to Section 3: Provide examples of Lexical, Grammatical Stylistic Errors in Translation.

Section 4 Non- Linguistic Challenges of Translation and Transediting

Non-linguistic problems extend beyond the mechanics of language and delve into cultural, ethical, and contextual considerations: Cultural norms and practices shape how people express ideas. A translator working on a text about humor, for instance, may struggle to adapt jokes that rely on local customs or wordplay, which might not resonate with the target audience. Understanding the context of the source text is critical. Historical, social, and political contexts influence meaning. For example, translating a political speech requires knowledge of the speaker’s intent, the audience, and the socio-political environment. Translators working on specialized texts, such as medical or legal documents, encounter field-specific jargon that may not have direct translations. They must often rely on glossaries or consult experts to ensure accuracy. Translators must navigate ethical dilemmas, such as whether to retain content that might offend the target audience. For example, sensitive topics like gender roles

or religious beliefs may need careful handling to avoid misrepresentation or alienation. In some contexts, such as subtitling or advertising, visual or spatial constraints limit the length of the translated text.

This often requires translators to condense information without losing meaning.

Certain texts, such as poetry or literature, aim to evoke specific emotions.

Capturing the emotional tone of the source material can be incredibly challenging, as it requires not just linguistic skill but also artistic sensibility.

Regional Variations in Media Translation

A significant result emerging from the literature and case studies is the influence of regional linguistic and cultural variation on media translation practices. Translation norms and audience expectations differ not only between language pairs but also within cultural regions. For instance, European countries often share a closer linguistic and cultural affinity, which facilitates smoother media localization. On the contrary, translating Western media for Middle Eastern or East Asian audiences presents more substantial challenges due to greater cultural and religious disparities. In Arab countries, religious and moral codes heavily influence what content is deemed acceptable. For example, Western films or shows that include alcohol consumption, sexual references, or depictions of certain religious symbols are often subject to censorship or modification during translation. This influences not only subtitles but also the dubbing process, often leading to the complete recontextualization of scenes. Such regional sensitivities require translators to act more as cultural editors than mere language specialists. In contrast, Nordic countries often favor foreignization over domestication, preferring to maintain the authenticity of foreign content even at the risk of reduced clarity. This approach reflects cultural openness and high levels of English-language proficiency among the population. Translators in these regions are encouraged to preserve cultural references and idioms, relying on the audience's cultural competence to interpret them appropriately.

Media Genre and Translation Complexity

Different types of media present varying degrees of translation difficulty. Fiction and entertainment media often allow for creative freedom, while journalism, legal broadcasting, and educational content demand high levels of accuracy and formality. This genre-specific requirement greatly influences the translator's approach. In fictional narratives, such as films and novels adapted into screenplays, the primary focus is on preserving character identity, emotional nuance, and narrative flow. Translators are often given creative latitude to transcreate dialogues and jokes to make them more engaging and relatable for target audiences. This is particularly evident in animated films dubbed for children, where content may be entirely restructured to suit local tastes and moral values. Conversely, in journalism, translators must adhere strictly to journalistic ethics, maintaining neutrality and factual integrity. A misinterpretation or mistranslation in a news report can lead to public misinformation, legal consequences, or political backlash. For example, during coverage of international conflicts, media outlets like Al Jazeera or Reuters employ specialized translators who are trained in geopolitics and diplomatic language. These translators are responsible not only for linguistic fidelity but also for contextual accuracy and balanced representation.

Case Analysis: Netflix and Global Streaming Platforms

Global streaming services such as Netflix, Disney+, and Amazon Prime Video serve as key players in the international media ecosystem, making translation a central operational component. These platforms cater to multilingual audiences and invest heavily in localization services. Netflix, in particular, has implemented a translation quality control system that evaluates subtitlers and dubbing teams based on linguistic fluency, cultural awareness, and genre-specific knowledge. One illustrative example is the Korean drama *Squid Game*, which faced criticism over its English subtitles for failing to capture the depth of social commentary embedded in the original Korean dialogue. Critics pointed out that key phrases relating to class struggle and desperation were overly simplified or misrepresented, leading to a diluted understanding of the show's thematic impact among non-Korean viewers. This highlights the importance of culturally informed translation practices that go beyond literal meaning to preserve authorial intent and audience impact.

Audience Reception and Feedback

An often-overlooked aspect of media translation is audience reception. How viewers interpret and respond to translated content provides insight into the success or failure of translation strategies. Feedback can be gathered through reviews, focus groups, social media commentary, and viewer ratings. These reactions offer valuable data for refining translation approaches. For example, audience criticism of a dubbed anime series may focus on unnatural dialogue delivery or deviation from character personalities. In response, distributors may release revised subtitle tracks or alternative dubbing versions to meet fan expectations. These fan-driven translations often include notes explaining cultural references or puns, reflecting a foreignization strategy that prioritizes cultural education over ease of comprehension. This indicates that certain segments of audiences prefer more culturally immersive experiences, even if they require more cognitive effort.

Main Transediting Strategies are the high-level plans or guiding approaches chosen by a transeditor (often a journalist or localization expert) based on audience needs and media policies.

Substitution Strategy

What it is: Replacing culture-specific terms, names, or concepts with ones familiar to the target reader.

Example: Changing a local American political reference or specific local tax term in a news report to a general or equivalent financial term recognized by international audiences.

Deletion (Cutting) Strategy

What it is: Removing redundant, repetitive, or locally irrelevant parts of the source text.

- *Example:* Cutting background paragraphs about local US city council rules when translating a national news article for an overseas European audience who does not need the minor details.

Addition Strategy

What it is: Inserting clarifying background, context, or explanations that were missing in the original text.

Example: Adding "the US-based tech corporation" next to a newly mentioned company name so foreign readers instantly understand who they are.

Reorganization Strategy

What it is: Shifting the order of paragraphs or sentences to match target readership expectations (like putting the most important news hook first, known as the inverted pyramid style).

Example: Moving a concluding quote from the middle of a foreign press release to the very beginning of a translated news brief.

Combination of Multiple Source Texts

What it is: Merging information from two or three different reporting sources into one cohesive, streamlined target article.

Example: Combining a Reuters update on a global health event with local official statements to create a single brief for domestic readers.

Framing is also used as a transediting strategy to alter the angle of information delivery to adapt the text to the values, politics, or cultural context of a new audience. Below are specific examples of using framing as a transediting strategy.

Example 1: Economic Reforms (Political Framing)

When translating an article about cutting government subsidies for a foreign publication, the translator-editor can completely change the perception of the reform.

- **Original (Negative Frame):** "The government is cutting social welfare payments for poor populations to reduce the budget deficit."
- **Transediting (Positive Frame):** "The authorities are launching a budget optimization program aimed at the long-term stabilization of the national economy."
- **What changed:** The word "cutting" is replaced with "optimization," and the focus shifts from "harm to the poor" to "benefit for the entire economy."

Example 2: Quarantine Measures (Framing via Freedom vs. Security)

Different cultures react to restrictions differently. Transediting helps shift emphasis to what matters most to the target audience.

- **Original (Restricting Freedoms Frame):** "Citizens are banned from leaving their homes after 21:00 under the threat of heavy fines."
- **Transediting (Collective Care Frame):** "To protect the health of vulnerable populations, an evening stay-at-home order is being introduced."
- **What changed:** The focus on punishment and prohibition is reframed into care for the health and safety of society.

Example 3: Military or Geopolitical Conflicts (Ideological Framing)

The most common and rigid type of framing used by international news agencies (e.g., when translating Reuters or Xinhua news for local media).

- **Original:** "Rebels attacked a government checkpoint."
- **Transediting Option A (Legitimization Frame):** "Militia forces struck regime positions." (Creates an image of freedom fighters).
- **Transediting Option B (Criminalization Frame):** "Terrorists launched an attack on law enforcement forces." (Creates an image of criminals).

Practical Transediting Tactics are the fine-tuned, sentence-level or word-level operations used to execute the broader strategies.

- **Explicating Implied Information**
 - *What it is:* Spelling out abbreviations, acronyms, or local insider references.
 - *Example:* Changing just "the FDA" to "the US Food and Drug Administration (FDA)" on first mention.
- **Converting Units of Measurement & Currency**
 - *What it is:* Translating local technical markers into systems the target audience uses daily.
 - *Example:* Changing "temperatures of 100°F" to "38°C", or converting "miles" to "kilometers".
- **Stylistic Adaptation**
 - *What it is:* Adjusting the emotional tone, register, or voice to fit a target news outlet's editorial guidelines.
 - *Example:* Softening or hardening a sensational headline from a tabloid source text to fit a neutral, professional broadcaster style. [[1](#)]
- **Summarization (Condensation)**
 - *What it is:* Reducing long, winding direct quotes into punchy indirect speech or short summaries.
 - *Example:* Changing a 50-word rambling quote from a politician into a clean 10-word summary sentence

Ethical Dimensions of Media Translation Translation is not a neutral process; it involves power dynamics, ideological positioning, and ethical decision-making. Translators must often make choices that reflect broader sociopolitical considerations. For example, when translating documentaries on sensitive topics such as war crimes, gender violence, or historical injustices, the language used can shape public opinion and influence discourse. When translators omit, soften, or reframe controversial content, they are participating in acts of cultural filtering. This has implications for freedom of expression, authenticity, and cultural integrity. Ethical media translation thus requires transparency, accountability, and a commitment to both factual accuracy and cultural respect. The analysis of existing literature and case studies reveals that cultural and linguistic barriers in media translation are interwoven and context-dependent, impacting the effectiveness of communication in various forms of media such as film, television, news, and advertising. This section synthesizes the findings and critically discusses their implications. In a globalized world, news travels across borders, and the translation of news content, including headlines, plays a critical role in cross-cultural communication. The task of translation in the news media is not merely a linguistic one but also a cultural one, where the translator must consider the cultural context of both the source and target audiences. Translation is a form of cultural negotiation, where the translator mediates between two cultures, aiming to produce a text that resonates with the target audience while remaining faithful to the original message. In the context of news translation, emotive language is often more direct and impactful, designed to elicit immediate

responses from the reader. Emotive vocabulary refers to words and phrases specifically chosen to evoke emotional responses from readers or listeners. These words often carry connotations that go beyond their literal meaning, tapping into the audience's feelings and influencing their perception of the information presented. Emotive vocabulary is distinguished by its ability to evoke a wide range of emotions, such as fear, joy, anger, sadness, and empathy, often through the use of adjectives, adverbs, and certain nouns. For instance, words like *catastrophe*, *injustice*, or *miracle* are charged with emotional significance, shaping the reader's response to the content.

Essential challenge is the need to balance emotional intensity with cultural appropriateness. What is considered an appropriate level of emotional expression in one culture might be perceived as exaggerated or understated in another. For example, Englishlanguage headlines may use more dramatic language to capture readers' attention, while Ukrainian readers might expect a more restrained approach, reflecting different cultural attitudes towards emotional expression. The translator must navigate these cultural nuances to ensure that the translated headline is both impactful and culturally acceptable. Several translation theories provide frameworks for understanding the complexities involved in translating emotive vocabulary. The theory of dynamic equivalence emphasizes the importance of achieving a similar response in the target audience as in the source audience. This theory is particularly relevant to translating emotive vocabulary, as it prioritizes the effect of the translation on the reader over a literal word-for-word translation. The goal is to recreate the same emotional impact in the target language, even if that requires deviating from the literal meaning of the original text. Concepts of **foreignization** and **domestication** also offer insights into the translation of emotive language. Foreignization involves retaining elements of the source culture in the translation, which can include maintaining specific emotive expressions that are unique to the source language. Domestication, on the other hand, adapts the text to fit the cultural norms of the target language, which might involve altering or replacing emotive vocabulary to align with the target audience's expectations. These theories highlight the tension between staying true to the original text and making it accessible and emotionally resonant in the target language. When translating emotive vocabulary, translators often rely on specific techniques to maintain the emotional resonance of the original text. Modulation involves changing the form of the message without altering the meaning to better suit the cultural context of the target language. For instance, a phrase like *heartbreaking loss* in English might be rendered as *болюча втрата* (*painful loss*) in Ukrainian to evoke a similar emotional response. Transposition means changing the grammatical structure of the sentence while preserving the meaning.

The Ukrainian translation of the Voice of America effectively preserves and even amplifies the emotional impact of the original English source. The use of modulation and transposition techniques, along with a consideration of cultural nuances, ensures that the translation resonates emotionally with Ukrainian readers while maintaining the core message of the original. This approach highlights the importance of balancing literal accuracy with emotional and cultural resonance in news translation that can be demonstrated with the following headlines: *World leaders condemn*

assassination attempt targeting former US President Trump [Voice of America 14.07.2024] and «Шок і обурення» – світові лідери засуджують замах на Трампа]. The addition of *шок і обурення* at the beginning of the Ukrainian headline introduces modulation, where the translator adjusts the content to reflect an emotional intensity not explicitly stated in the English headline. This modulation magnifies the emotional impact by focusing on the emotional reactions of the leaders, which is implied rather than stated in the original English version. The placement of *шок і обурення* at the start of the Ukrainian headline also demonstrates transposition, where the focus is shifted to the emotional response before addressing the main action of condemnation. This technique alters the emphasis, placing greater importance on the emotional tone than on the chronological order of events. The phrase condemn assassination attempt is direct and authoritative, invoking a serious and urgent tone appropriate for news involving political leaders. The emotional impact is one of gravity, as the words assassination attempt inherently carry strong emotional weight. The literal translation in the Ukrainian version successfully conveys the basic factual information. However, it might fall short in fully capturing the implicit emotional intensity of the original. Modulation and transposition in the Ukrainian headline succeed in intensifying the emotional impact. By explicitly stating emotions, the Ukrainian translation not only preserves but arguably enhances the original headline's emotional weight. In Ukrainian media, it is common to use strong emotive language to convey the severity of political events. The addition of *шок і обурення* aligns with this cultural tendency, making the headline more culturally appropriate for Ukrainian readers who may expect or appreciate a more emotionally charged narrative. The use of such emotional qualifiers could also reflect a cultural difference in how news is consumed, with Ukrainian audiences potentially preferring more emotionally explicit news content. The translator's choice to explicitly state the emotional reactions (shock and outrage) may have been influenced by a need to ensure that the seriousness of the event is fully communicated to a Ukrainian audience. This choice reflects an understanding of the cultural expectation for emotional engagement in news reporting.

The combination of literal translation, modulation, and transposition can be exemplified with the following headlines: *US lawmakers are stunned by Biden withdrawal* [Voice of America 21.07.2024] and *Законодавці США приголомшені рішенням Байдена не балотуватись в президенти*. The Ukrainian headline follows a literal translation approach in many respects. It translates the key elements of the original headline directly: *US lawmakers* to *законодавці США*, *stunned* to *приголомшені*, *Biden withdrawal* to *рішенням Байдена не балотуватись в президенти*. Modulation is used in the Ukrainian headline where the specific action of Biden (*withdrawal*) is framed as *не балотуватись в президенти*, which is a more explicit and descriptive rendering of the term *withdrawal* in the political context. The structure of the Ukrainian headline changes from the English version. In English, the focus is on the reaction of the lawmakers (*stunned*), while the Ukrainian version places the focus on the decision itself (*рішенням Байдена*) and its implications. The Ukrainian headline adapts the emotional tone to fit the norms of the target language and reader expectations, using a more detailed description of Biden's action. The

Ukrainian term приголомшені effectively conveys a strong emotional impact. However, by translating withdrawal as не балотуватись в президенти the headline provides a clearer explanation of the context which might slightly alter the emotional immediacy but ensures comprehension.

Translation Techniques of modulation, adaptation, omission and addition were used while rendering “*Historic act of resolve and compassion*”: *Family, supporters on prisoner swap* [Voice of America 2.08.2024] into Ukrainian as «Подвиг дипломатії та дружби». The Ukrainian translator uses modulation by shifting the focus from *resolve and compassion* in the original to diplomacy and friendship (дипломатії та дружби). This technique changes the emphasis but maintains a positive and emotive tone. The term *historic act* is adapted into *подвиг*, which carries strong connotations of heroism and valor in Ukrainian culture, possibly even intensifying the emotional impact compared to the original. The Ukrainian version omits direct references to family, supporters and instead focuses on President Biden’s statement. It also adds the reference to Biden, which shifts the perspective from a general public sentiment to a specific authoritative voice, altering the emotional and interpretative angle. The shift from *resolve and compassion* to diplomacy and friendship alters the emotional resonance. While the Ukrainian version effectively conveys a strong emotional impact, it leans more towards the grandiose and less towards the personal, which might resonate differently with the audience. The omission of the family and supporters’ perspective reduces the personal connection that the original headline sought to establish. This choice shifts the emotional impact from a communal and empathetic act to a more politically framed event. The Ukrainian translation reflects a cultural emphasis on heroism and the significance of diplomatic achievements, which might resonate more strongly with the Ukrainian audience. The choice of *подвиг* aligns with a cultural preference for framing significant actions as heroic. The translator navigates the cultural context by reframing the event as a diplomatic victory rather than focusing on the emotional elements of *resolve and compassion*. This may be more appropriate for the target audience, who might prioritize the diplomatic success over the emotional aspects.



Practical Tasks to Section 4: Provide examples of Transediting strategies such as Selection, Restructuring, Summarizing, Cutting, Addition, Substitution, Heading and Framing.

Section 5 Negotiations

Negotiation shows up everywhere in your career, from salary conversations and project scope to timelines, budgets, and stakeholder alignment. With the right negotiation strategies, you can walk into these moments feeling prepared and clear on what you want to achieve, even when the conversation carries pressure. The goal is simple: reach an agreement that makes sense, protects your interests, and keeps work moving forward.

Strong negotiation skills come from using a repeatable process, not relying on instinct. When you set your range, ask better questions, and choose the right tactic for the situation, you negotiate with more confidence and better outcomes over time. This guide breaks down 10 practical strategies you can apply immediately, whether you're early in your career or stepping into bigger responsibilities.

Top 10 negotiation strategies

1. BATNA-first planning

BATNA stands for **Best Alternative To a Negotiated Agreement**. It's the standard you use to judge any offer, and it keeps your decisions grounded in reality instead of pressure. Write your BATNA before the conversation, strengthen it if you can, and be ready to walk away from deals that don't beat it.

2. Setting a reservation point

Your reservation point is the worst deal you will accept. Decide it in advance so you don't concede under time pressure or drift into an agreement you regret later. This matters in vendor renewals, internal resourcing, title and scope discussions, and any conversation about compensation.

3. Map the ZOPA which stands for **Zone of Possible Agreement**. It's the range where a deal can work for both sides, because your acceptable range overlaps with theirs. To find the ZOPA, estimate your range using your reservation point, infer theirs using real constraints, and ask questions that surface limits rather than preferences. In international business strategy, ZOPA work often depends on payment terms, delivery risk and regulatory exposure.

4. Use principled negotiation which is built on four moves: separate people from the problem, focus on interests not positions, generate options, and use objective criteria. It helps you stay constructive even when the stakes are high, especially when you need implementation to run smoothly afterward. Start by clarifying interests, use benchmarks or precedent to reduce opinion battles, and document what's been agreed. Business ethics are key here, with objective criteria lowering any incentive to misstate facts.

5. Make MESOs which stands for **Multiple Equivalent Simultaneous Offers**. Instead of presenting one package, you offer a few options that work for you, then learn what the other side values based on what they choose. It's useful in commercial terms and internal negotiations because it signals preparation and encourages collaboration without turning the conversation into a standoff. Experiments have found that offering choice through MESOs can improve outcomes and create a more cooperative climate.

6. Logroll across priorities

Logrolling means trading across issues based on different priorities. You give ground on what matters less to you and ask for what matters more, which makes deals easier when you're negotiating multiple moving parts. Rank your issues privately, ask what the other side values most, and trade explicitly so concessions stay balanced and intentional. This is a great way to negotiate while maintaining social capital – remember people are more lenient when you trade fairly instead of forcing one-sided concessions.

7. Use contingent agreements to handle uncertainty

When disagreement comes from uncertainty about the future, a contingent agreement can move things forward. Instead of arguing about forecasts, you build terms that adjust based on measurable outcomes. In business, this shows up in performance-based pricing, milestone-based scope changes, delivery incentives, and review clauses tied to results.

8) Control anchors with evidence

Anchoring is the effect where the opening figure shapes the entire negotiation. If you open with a number, you set the ballpark, be it high or low. The same is true if the other side anchors first. Anchor with a rationale that holds up, stay within a defensible range, and if their anchor is extreme, ask for the basis before you counter.

9) Use bracketing to narrow large gaps which means using ranges instead of single numbers to narrow distance and move past impasse. It's usually framed as a conditional move, such as shifting toward a midpoint if the other side moves too. Keep it disciplined by tracking the implied midpoint, treating brackets as signals not commitments, and returning to objective criteria when the numbers start to drift.

10) Run a post-settlement settlement which is a second pass after you already have an acceptable deal. You keep the current agreement as a fallback, then explore improvements that make both sides better off. Confirm the existing deal stands, ask whether there's a change that would improve it for both sides, and only adopt the update if both parties prefer it. The concept is discussed in negotiation research and is often linked to work by Raiffa and Bazerman and coauthors.

How can you improve your negotiation skills?

Negotiation skills build when you treat each conversation as a repeatable process. You prepare your range, ask questions that surface real constraints and choose negotiation strategies that fit the situation. Over time, you rely less on instinct and more on simple structure that holds up in high-stakes moments.

Good negotiation tactics in business also make your work easier after the meeting ends. Clear terms reduce rework. Clean negotiation techniques reduce friction between teams.



Practical Tasks to Section 5: role-play the following negotiation scenarios

Scenario 1: App Development Contract

Context: A tech startup is hiring an IT development agency to build their mobile app. The budget is tight, and the timeline is aggressive.

- **Role A (The Startup Client):**

- **Goal:** Launch the app in exactly 3 months.
- **Budget:** Maximum \$40,000.
- **Condition:** Demands 1 year of free post-launch technical support.
- **Flexibility:** Willing to drop one minor feature if the agency lowers the price.

- **Role B (The IT Agency):**

- **Goal:** Realistic development time is 5 months to ensure quality.
- **Price:** The standard cost for this project is \$50,000.
- **Condition:** Tech support costs \$1,000/month. Can only offer 1 month free.
- **Flexibility:** Willing to give a 10% discount *only* if paid 100% upfront.

Scenario 2: The Coffee Supply Deal

Context: A large coffee roasting company is negotiating a supply contract with the owner of a local chain of cafes.

• Role A (The Cafe Chain Owner):

- **Goal:** Reduce the price per kilogram of coffee beans by 15%.
- **Condition:** Needs deliveries every 3 days to guarantee maximum freshness.
- **Payment:** Demands a 30-day delay on payments (post-payment).

• Role B (The Coffee Roaster):

- **Goal:** Keep the current standard price. Delivering every 3 days is logistically impossible.
- **Condition:** Deliveries once a week. Payment must be made immediately upon delivery.
- **Flexibility:** Can reduce the price by 10%, but *only* if the cafe chain increases their total order volume by 50%.

1. Стратегічні терміни (Core Negotiation Vocabulary)

- **A concession** /kən'seʃn/ — поступка.
 - *Example:* We can make a concession on the delivery dates, but not on the price.
- **A compromise** /'kɒmprəmaɪz/ — компроміс.
 - *Example:* To reach a compromise, both sides need to be flexible.
- **A counter-offer** /'kaʊntər 'ɒfər/ — зустрічна пропозиція.
 - *Example:* We've looked at your proposal, and we'd like to make a counter-offer.
- **The bottom line** /ðə 'bɒtəm 'laɪn/ — мінімально прийнятний результат (крайня межа / мінімальна ціна).
 - *Example:* \$0.18 per cup is our bottom line. We cannot go lower.
- **A win-win situation** /wɪn wɪn 'sɪtʃu'eɪʃn/ — взаємовигідна ситуація / безпрограшний варіант.
 - *Example:* We want to find a win-win solution that benefits both companies.

To back out (of a deal) /bæk aʊt/ — вийти з угоди / розірвати домовленість

2. Функціональні фрази за етапами переговорів (Functional Phrases)

Stage 1: Озвучення своєї позиції та пріоритетів (Stating one's position and priorities)

- **Our main priority today is to secure...** (Наш головний пріоритет сьогодні — забезпечити...)
- **We are looking for a long-term partner who can offer...** (Ми шукаємо довгострокового партнера, який може запропонувати...)
- **From our perspective, the most critical issue is...** (З нашої точки зору, найкритичнішим питанням є...)

Stage 2: Торг та висунення умов (Bargaining)

- **We would be willing to [do X], provided that you [do Y].** (Ми б погодилися на [X], за умови, що ви зробите [Y].)
- **As long as you can guarantee [X], we can agree to [Y].** (Доки ви можете гарантувати [X], ми можемо погодитися на [Y].)

- **If you could flex a bit on the price, we could increase our order volume.** (Якби ви могли трохи поступитися в ціні, ми могли б збільшити обсяг замовлення.)
- **What if we split the shipping costs 50/50?** (Що якщо ми розділимо вартість доставки 50 на 50?)

Stage 3: Ввічлива відмова та утримання позицій(Polite refusal and holding your ground)

- **I'm afraid that's not a viable option for us.** (Боюся, для нас це неприйнятний/нежиттєздатний варіант.)
- **With respect, that doesn't quite meet our budget constraints.** (З усім повагою, це не зовсім відповідає нашим бюджетним обмеженням.)
- **I understand your position, however, our production costs prevent us from going lower.** (Я розумію вашу позицію, однак витрати на виробництво не дозволяють нам опуститися нижче.)

Stage 4: Фіксація угоди та підбиття підсумків (Securing the deal and wrapping up.)

- **So, let's recap what we've agreed on so far.** (Отже, давайте підсумуємо, про що ми домовилися на цей момент.)
- **Just to clarify, if we accept [X], you will deliver [Y]?** (Просто для уточнення: якщо ми приймаємо [X], ви доставите [Y]?)
- **We have a deal!** (Домовилися! / Угоду укладено!)

Section 6 Individual work: Global brands operate internationally. Most brands coordinate their communication with the language of the countries in which they operate. As you know, it's quite important to check that your name, logo, campaigns and tagline translate well into other languages. Brands usually delegate or outsource translations, but this does not always go according to plan. Here are some hilarious translation fails in advertising:

- **KFC in China:** The famous slogan "Finger-lickin' good" was literally translated into Chinese as "Eat your fingers off" or a more cannibalistic phrase, creating an unintentionally bizarre message.
- **HSBC Bank:** The global campaign "Assume Nothing" was mistranslated in several countries to mean "Do nothing," which conflicted completely with the bank's message of encouraging active financial decisions.
- **Coors Brewing Company:** The slogan "Turn It Loose" was translated into Spanish using an expression that colloquially implied suffering from diarrhea.
- **Honda Jazz (Fitta):** Honda planned to name a new car "Fitta", not realizing that the word is a vulgar slang term for a woman's genitals in Swedish and Norwegian. They quickly changed the name to Fit in those regions.
- **Pepsi in China:** The upbeat slogan "Come alive with the Pepsi generation" was mistranslated as "Pepsi brings your ancestors back from the grave"

These most expensive marketing mistakes in history were not strategic failures. They were funny translation mistakes in advertising that nobody caught before launch. From KFC accidentally telling China to eat its own fingers, to HSBC spending \$10 million correcting a passive slogan, these brand blunders show exactly what happens when cultural adaptation gets skipped.

Each market brings unique linguistic nuances, local slang, and cultural sensitivities that can transform an innocent campaign into an embarrassing blunder. Make up short presentations about other real, well-documented epic failures in advertising translation.