

SECTION: PEDAGOGY, PHILOLOGY AND LINGUISTICS

DOI 10.70286/isu-10.09.2025.007

FEATURES OF TRANSLATING ENGLISH ANNOUNCEMENTS INTO UKRAINIAN

Zhdaniuk Tetiana

Graduate student

Heletka Marharyta

PhD in Philology, Associate Professor

Department of Applied Linguistics

National Aerospace University “Kharkiv Aviation Institute”, Ukraine

In the modern information space, announcements occupy a special place, as they represent one of the most immediate means of conveying socially significant information. Brevity, clarity, and imperativeness make this genre an effective tool for influencing public consciousness. At the same time, announcements belong to a marginal genre of the formal and publicistic styles of speech, which determines their specificity and increases the requirements for translation. When rendering such texts, translators face a number of difficulties: they need not only to preserve the content but also to adapt the message in accordance with the linguistic and cultural norms of the Ukrainian language.

In the first warning announcement, the subject “we” was omitted, since in the Ukrainian official style the focus is placed primarily on the event itself rather than on the person who has experienced it. The verb “experience” was contextually substituted with the equivalent «статися», which more adequately conveys the meaning within the given context. The negative construction in the fourth sentence was rendered through an impersonal verb form ending in -но. In the last sentence, we selected the most appropriate equivalent for the word “instruction” from several possible options («навчання», «інструктаж», «вказівка»). In addition, the pronoun «своїх» was added to clarify the addressee of the action.

(1) ATTENTION! We have just experienced an earthquake. Stay away from perimeter windows. DO NOT USE ELEVATORS. Please remain calm, stay in place and wait for further instructions [2]. – УВАГА! Щойно стався землетрус. Тримайтеся подалі від вікон. КОРИСТУВАТИСЯ ЛІФТАМИ ЗАБОРОНЕНО. Будь ласка, зберігайте спокій, залишайтеся на своїх місцях і очікуйте подальших вказівок.

In the first sentence of the second example, we rendered the construction “one cough, one sneeze” in a generalised way as «кашель та чхання» by eliminating repetition. This option is more natural for Ukrainian discourse and does not distort the meaning. Moreover, an extra lexical component was introduced – the word «вірус», which is not explicitly present in the original (the pronoun “it” was used). Finally, we

can see a replacement of a part of the sentence: the English subject “it” (denoting the disease or virus) changes its function in translation, being realised as the attribute «його вірус» instead of a subject.

In the second sentence, we applied a contextual substitution, since we did not translate the verb “cause” with the direct equivalent «спричиняти» but with several verbs – «може підвищитися температура», «з’явиться висип», «виникнути ускладнення». We also specified the phrase “brain swelling”: instead of the general notion, we used the medical term «енцефаліт», which more accurately corresponds to the complications usually caused by measles. In this case, we combined two transformations: subject replacement and change of sentence type. In the English version, the sentence is a simple personal one with the formal subject “it” and the predicate “can cause”, with the list of symptoms functioning as homogeneous objects. In the Ukrainian translation, we omitted the subject; instead, we introduced an implicit agent «у хворого» as an object, while the former objects were transformed into subjects with separate predicates, which resulted in transforming a simple sentence into a complex one.

In the third sentence, we used contextual substitution: the metaphorical phrase “one tiny shot” was translated with the neutral term «щеплення». We omitted the epithet “tiny” as stylistically inappropriate in a medical context. We rendered the expression “this big problem” as the generalised phrase «ця хвороба», which is an example of modulation, since the translation explicitly clarifies the reference. Structurally, we also modified the sentence – from a simple active construction in English into a Ukrainian attributive-nominal construction «це єдиний спосіб».

The last sentence was transformed into an impersonal construction «доведено, що...», which better corresponds to the Ukrainian style of instructional texts. Under this condition, we converted the adjective “proven” into a verb, which indicates a change of part of speech. In translating the phrase “MMR vaccine”, it was confirmed that Ukrainian medical terminology already has a conventional abbreviation «КПК». In addition, we permuted the components: the noun “vaccine” was placed before the abbreviation.

(2) Measles spreads fast – one cough, one sneeze, and it lingers in the air for hours. It can cause high fever, a painful rash, even serious complications like pneumonia and brain swelling. But one tiny shot stops this big problem. The MMR vaccine is safe, proven, and effective at preventing measles before it spreads [1]. – Кір поширюється дуже швидко – він передається через кашель та чхання, а його вірус залишається в повітрі протягом кількох годин. У хворого може підвищитися температура, з’явиться болючий висип і навіть виникнути такі серйозні ускладнення, як пневмонія та енцефаліт. Щеплення – це єдиний спосіб запобігти цій хворобі. Доведено, що вакцина КПК є безпечною та ефективною для профілактики кору.

In translating the third announcement-request, we used a transformation of omission, since the adjectives “dear” and “valued” are semantically close, and their simultaneous use in the Ukrainian version would result in stylistic redundancy. Therefore, in order to avoid tautology, we retained only the component «шановні».

Furthermore, we adapted the English unit of measurement “foot” to the form «метр», which is familiar to the Ukrainian audience.

(3) Dear valued customers, please keep a safe distance of 6 feet while waiting for an order. – Шановні відвідувачі, будь ласка, дотримуйтеся безпечної дистанції у 2 метри під час очікування замовлення.

In the fourth example of the original announcement, we have a single complex sentence. To make the information more structured, we decided to split this message into two separate sentences in the Ukrainian version. We also omitted the word “all” from the original address, since in Ukrainian the word «пасажери» inherently includes everyone. Then, we placed the adverbial modifier of time at the beginning of the sentence, which helped to focus attention on the condition under which a certain action is prohibited. Accordingly, we translated the negation “do not alight” using an impersonal construction with a verb form ending in -но.

(4) Attention all passengers, do not alight from the bus whilst it is in motion. – До уваги пасажирів! Під час руху автобуса виходити заборонено.

When translating the fifth announcement-recommendation, we omitted several parts of the sentence to avoid repeating the information.

(5) Wear a mask in crowded areas or in areas with close contact to others. – Носіть маску в місцях масового скупчення людей.

To summarise, translating announcements requires balancing accuracy of content with naturalness of expression, which can be achieved through the deliberate use of linguistic and stylistic transformations.

References

1. Measles PSA scripts toolkit. (n.d.). Healthcare Services in Oklahoma | OU Health. <https://www.ouhealth.com/documents/PSA-Scripts.pdf>
2. Salesforce west: Fire alarm and public address system. (n.d.). Salesforce West: Home. <https://www.salesforcwest.com/tenant-handbook/emergency-procedures/fire-alarm-and-public-address-system/>

VISUAL ARTS AND ITS TEACHING METHODOLOGY IN SPECIAL SCHOOLS: CONTENT, PURPOSE, AND ROLE IN SPECIAL EDUCATION

Samira Aliyeva

Azerbaijan State Pedagogical University, Azerbaijan

Abstract

This study examines the content, purpose, and significance of the course “Visual Arts and Its Teaching Methodology in Special Schools.” The primary aim of the research is to identify and improve the methodological foundations of visual arts lessons that foster the creative, emotional, and social development of students in special