TRANSLATION TECHNIQUES FOR RENDERING ENGLISH EMOTIVE VOCABULARY INTO UKRAINIAN IN NEWS HEADLINES

ПЕРЕКЛАДАЦЬКІ ПРИЙОМИ ВІДТВОРЕННЯ АНГЛІЙСЬКОЇ ЕМОТИВНОЇ ЛЕКСИКИ УКРАЇНСЬКОЮ МОВОЮ У ЗАГОЛОВКАХ НОВИН

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This article explores the translation techniques used in rendering emotive vocabulary from English into Ukrainian in news headlines, with a specific focus on Voice of America and its Ukrainian counterpart, Голос Америки. Emotive vocabulary in news media plays a crucial role in shaping public perception and influencing readers' emotions. However, translating such vocabulary across languages poses significant challenges, particularly in maintaining the original emotional impact in the target language. The study analyzes a corpus of English headlines and their Ukrainian translations taken from the corresponding websites. It identifies the specific translation techniques employed, such as literal translation, modulation, transposition, adaptation, and omission. The analysis highlights the effectiveness of these techniques in preserving the emotional resonance of the original headlines. A key finding is that the Ukrainian translations often use modulation and transposition to enhance the emotional intensity, reflecting cultural preferences for more emotionally explicit language. The article also delves into the cultural and pragmatic considerations that influence translation choices. It discusses how cultural differences in expressing emotions and the contextual nuances of the target audience play a vital role in shaping the translation process. The research emphasizes the crucial role of context in translating emotive vocabulary, as it determines the appropriateness and impact of specific translation choices. Context not only influences the emotional resonance of the translated headlines but also guides the selection of culturally relevant expressions. The study concludes that while literal translation may convey the basic information, techniques like modulation and transposition are more successful in preserving and even amplifying the emotional impact, making the translated headlines more culturally resonant. This research contributes to the field of translation studies by providing insights into the complexities of translating emotive language in news media.

Key words: news article, headline, emotive vocabulary, emotional impact, translation techniques.

Ця стаття досліджує перекладацькі прийоми, які використовуються при відтворенні емоційної лексики з англійської мови українською у заголовках новин, з особливим акцентом на Voice of America та його українському відповіднику, Голос Америки. Емотивна лексика в новинних медіа відіграє ключову роль у формуванні громадської думки та впливає на емоції читачів. Однак переклад такої лексики з англійської на українську викликає певні труднощі, пов'язані зі збереженням початкового емоційного впливу у цільовій мові. У дослідженні проаналізовано англійські заголовки та їхні українські переклади, дібрані з відповідних вебсайтів. У статті розглядаються конкретні перекладацькі прийоми, такі як дослівний переклад, модуляція, транспозиція, адаптація та вилучення. Здійснений аналіз новинних заголовків підкреслює ефективність зазначених прийомів у збереженні емоційного резонансу оригінальних заголовків. Важливим результатом дослідження є те, що українські переклади часто використовують модуляцію та транспозицію для посилення емоційної інтенсивності, що відображає культурні уподобання цільової аудиторії щодо більш емоційно забарвленого мовлення. Стаття також заглиблюється у культурні та прагматичні аспекти, що впливають на вибір перекладацьких рішень. Проаналізовано, як культурні відмінності у вираженні емоцій та контекстуальні нюанси цільової аудиторії відіграють важливу роль у формуванні перекладацького процесу. Дослідження наголошує на важливій ролі контексту при перекладі емотивної лексики, адже саме він визначає доречність та вплив певних перекладацьких рішень. Контекст не тільки впливає на емоційний резонанс перекладених заголовків, але й обумовлює вибір мовних одиниць, релевантних для ураїнської лінгвокультури. У статті встановлено, що хоча дослівний переклад може передавати основну інформацію, прийоми модуляції та транспозиції є більш успішними у збереженні та навіть підсиленні емоційного впливу, роблячи перекладені заголовки більш культурно доцільними. Дане дослідження робить внесок у галузь перекладознавства, розкриваючи складнощі перекладу емотивної лексики в новинних медіа.

Ключові слова: новинна стаття, заголовок, емотивна лексика, емоційний вплив, перекладацькі прийоми.

Introduction. News headlines serve as the gateway to the full content of an article, capturing readers' attention and often shaping their initial perceptions of the news. The selection of emotive vocabulary in headlines is particularly significant because it can influence how readers emotionally engage with a story. Emotive language, which encompasses words and phrases that evoke strong emotions, is a powerful tool in media because it not only attracts readers but also guides their interpretation of the information presented. As studies in media linguistics suggest, emotive vocabulary can determine the framing of news, influencing public opinion by emphasizing certain aspects of a story while downplaying others [1, с. 274–276; 2, с. 35–38].

In the context of headlines, emotive words are carefully chosen to elicit specific emotional responses, such as fear, anger, empathy, or hope, thereby enhancing the impact of the news story. This is particularly evident in coverage of sensitive topics such as conflicts, disasters, or political scandals, where the use of emotive language can heighten the urgency or gravity of the situation [3, с. 57–59]. For instance, words like *crisis*, *tragedy*, or *shock* are often employed in headlines to immediately convey the seriousness of an event and to engage readers on an emotional level.

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 [4]. In news translation, headlines pose a unique challenge because they must convey the essence of the story in a concise, impactful manner. Translators must navigate cultural differences in how emotions are expressed and perceived, which can vary significantly between languages and cultures [5; 6, с. 340–342]. For example, a headline that uses hyperbolic language in English to evoke a strong emotional response may need to be toned down in Ukrainian to suit the cultural norms of the target audience. Conversely, a headline that is understated in English might require a more direct and emotionally charged translation to have the same effect in Ukrainian.

The analysis of recent research and publications. Research on translating emotive language has explored various genres, each with its own set of challenges. For example, literary translation often involves dealing with subtle emotional nuances and culturally specific expressions, where the translator must balance fidelity to the original text with the need to evoke the same emotions in the target audience. In contrast, translating emotive language in legal or technical texts might involve a more restrained approach, focusing on clarity and precision rather than emotional resonance. 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 influenc-

ing 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 [7, с. 6–7]. For instance, words like *catastrophe, injustice*, or *miracle* are charged with emotional significance, shaping the reader's response to the content.

The characteristics of emotive vocabulary include its ability to personalize abstract concepts, intensify the tone of the text, and convey the speaker's or writer's attitude towards the subject matter. Emotive words often involve evaluative language that signals approval or disapproval, thus guiding the reader's emotional engagement with the content [8, с. 32]. This evaluative aspect of emotive vocabulary is particularly potent in persuasive and journalistic writing, where influencing the audience's emotions can be a key objective. In media discourse, emotive vocabulary plays a critical role in framing stories and shaping public opinion. The strategic use of emotive language in news articles and headlines can influence how events are perceived, often amplifying the importance or urgency of a story. Media outlets may employ emotive vocabulary to attract attention, emphasize particular viewpoints, or elicit specific reactions from their audience [9]. For example, the use of words like *crisis* or *tragedy* in headlines can immediately signal the severity of an event, prompting readers to engage with the story on an emotional level.

Research in media linguistics has shown that emotive vocabulary can contribute to the construction of social realities, as it can both reflect and shape societal attitudes [2]. In news headlines, where brevity is crucial, emotive language serves as a tool to convey maximum impact with minimal words. This linguistic economy, combined with the affective power of emotive vocabulary, makes it a key element in the arsenal of media discourse strategies. The overarching **aim of this study** is to delve into the intricacies of translating emotive vocabulary from English to Ukrainian in news headlines, a task that holds significant implications for cross-cultural communication in the media. Given the pivotal role that emotive language plays in shaping readers' perceptions and the challenges inherent in translating such language across different linguistic and cultural contexts, this study seeks to achieve three main objectives: to identify and analyze the translation techniques used in rendering emotive vocabulary from English to Ukrainian in news headlines, to assess the effectiveness of these techniques in preserving the emotional impact of the original headlines, and to explore the cultural and pragmatic considerations in translating

emotive language. To accomplish this, the study will examine news headlines from the Voice of America website and its Ukrainian version – Голос Америки.

The outline of the key research findings. Translating emotive language in news headlines presents several challenges, primarily due to the inherent differences in how emotions are linguistically encoded and culturally interpreted across languages. One of the main difficulties lies in finding equivalent emotive expressions in the target language that evoke the same emotional response as the original. Emotions are deeply rooted in cultural contexts, and certain words or phrases that carry strong emotional connotations in one language may not have direct counterparts in another [7, c. 10]. Moreover, the brevity of headlines adds another layer of complexity. Headlines are typically concise, leaving little room for extensive explanation or context. This means that the translator must be able to convey the same emotional impact using fewer words, often requiring creative solutions such as modulation (altering the message while keeping the same meaning), transposition (changing the grammatical structure), or adaptation (modifying the content to fit cultural expectations) [10]. These techniques, while useful, also carry the risk of altering the original message or diluting its emotional impact if not applied carefully.

Another 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, English-language 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 [11, c. 118–119]. 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 [12]. 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 [13, c. 78–80]. Foreignization involves retai-ning 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. For example, an English headline using an adjective for emotional emphasis might be translated into Ukrainian with a noun phrase to achieve the same effect. Amplification implies adding extra words to clarify or emphasize the emotional content in the translation. This technique is useful when a direct translation might lose some of the emotive force of the original. Reduction is viewed as the omission of certain elements of the original text that may be redundant or less impactful in the target language, streamlining the translation while preserving its emotional core [10]. These techniques are essential in translating emotive vocabulary because they allow the translator to adjust the text to fit the emotional and cultural context of the target audience while retaining the original's intended effect.

Context plays a crucial role in translating emotive vocabulary, as the meaning and impact of emotive words can change depending on the surrounding text and the broader cultural setting. Translators must consider both the immediate textual context and the wider cultural context when choosing how to translate emotive language. For instance, a word that conveys sympathy in one context might imply pity in another, requiring careful consideration to ensure the intended emotion is accurately conveyed [6, c. 345–346; 14, c. 72–74]. In news translation, the context of the headline is particularly important, as it often serves as a summary of the story. Translators must ensure that the emotive vocabulary used in the translation fits not only the cultural expectations of the target audience but also the specific context of the news story, preserving the headline's function as an attention-grabbing, emotionally resonant summary.

News headlines serve a dual function: they summarize the main point of the news story and attract the reader's attention. To achieve these goals, headlines are typically brief, direct, and impactful, often using emotive vocabulary to enhance their appeal. The structure of news headlines is designed to be easily scannable, with a focus on key terms that convey the most important information and the emotional tone of the story [3]. The brevity and immediacy of headlines present a unique challenge for translators, who must capture the essence of the story and its emotional impact in a limited number of words. This often requires creative solutions, such as rephrasing, condensing, or amplifying certain aspects of the headline to fit the constraints of the target language while preserving the original's intent.

This study investigates the translation techniques used in rendering emotive vocabulary from English to Ukrainian in news headlines. A qualitative approach is particularly suitable for this research as it allows for an in-depth exploration of the nuances involved in the translation process, including the cultural and contextual factors that influence translation decisions. The case study method facilitates a detailed examination of specific instances of translation within their real-life context, providing insights into how emotive language is handled in the translation of news headlines [16]. Emotive vocabulary is identified based on criteria such as the use of emotionally charged adjectives, adverbs, and nouns, as well as phrases that are likely to elicit an emotional response from the reader. The identification process is guided by existing literature on emotive language in media discourse, which provides frameworks for recognizing and categorizing emotive expressions [7; 2].

The Ukrainian translation of the Voice of America headline effectively preserves and even amplifies the emotional impact of the original English headline. 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* [*Голос Америки* 14.07.2024]. The Ukrainian translation *світові лідери засуджують замах на Трампа* closely follows the structure of the English headline, using a literal translation technique. This approach retains the core message by directly translating *World leaders condemn* as *світові лідери засуджують* and *assassination attempt* as *замах*. 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. By starting the headline with the emotional response, the translator ensures that the intended emotional effect is not lost in translation, which might have been a risk if the headline followed a more literal or restrained translation strategy.

The combination of literal translation, modulation, and transposition can be exemplified with the following headlines: *US lawmakers stunned*

by Biden withdrawal [Voice of America 21.07.2024] and *Законодавці США приголомшені рішенням Байдена не балотуватись в президенти* [Голос Америки 22.07.2024]. 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. The more detailed description in the Ukrainian headline might dilute the immediate emotional impact slightly by adding context. However, it ensures that readers fully understand the political situation, which can be beneficial for those unfamiliar with the specific term *withdrawal*. Thus, the Ukrainian headline's additional detail reflects a pragmatic approach to ensure clarity for readers who might not be as familiar with the nuances of American political terms. This adaptation caters to the Ukrainian audience's need for explicit information.

Translation Techniques of modulation, adaptation, omission and addition were used while rendering the headline "*Historic act of resolve and compassion": Family, supporters on prisoner swap* [Voice of America 2.08.2024] into Ukrainian as *«Подвиг дипломатії та дружби» – Байден про звільнення ув'язнених із Росії* [Голос Америки 2.08.2024]. The Ukrainian headline 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. Thus, the translation of the headline from Voice of America into Ukrainian employs modulation, adaptation, addition and omission to shift the emotional focus from personal and compassionate to heroic and diplomatic. While this preserves and even amplifies the emotional impact in certain ways, it changes the nature of the emotion conveyed.

Conclusion. The translation of emotive vocabulary in news headlines is a complex task that requires not only linguistic proficiency but also a deep understanding of cultural differences in emotional expression. The translator's goal is to preserve the original emotional impact while adapting the language to fit the cultural and linguistic norms of the target audience. This delicate balancing act is crucial for ensuring that the translated headline resonates with readers and conveys the intended message accurately and effectively. This involves using such translation techniques as literal translation, modulation, transposition, adaptation, addition, and omission.

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