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CURRENT ISSUES IN FOREIGN PHILOLOGY AND TRANSLATION STUDIES

In today's world, foreign philology and translation studies play a crucial role in the perception and understanding of linguistic and cultural diversity. Several pressing issues in these fields may include:

Language policy and linguistic rights

The development of language rights and language policy varies depending on the country and region of the world. These aspects can impact translation and the study of foreign languages since they determine the context and conditions in which linguistic exchange occurs. For example, language legislation can influence the requirements for translating documents into different languages or the choice of languages for education in schools and universities. It is also important to consider the language rights of minorities and ensure access to language education for all population groups. Some countries designate one or several official languages used in government institutions, official documents, legal proceedings, and other official spheres. For instance, Ukrainian is the official language in Ukraine, while English is in the United States. However, despite this, there are countries that guarantee the language rights of minorities to use their language in government institutions, educational institutions, and other areas of life. This may include providing access to language services that meet the needs of minorities and supporting language culture. Legislation may also define the rights to study languages in schools and universities, as well as language requirements for educational programs. Governments may develop language programs and initiatives to support the learning and preservation of national languages, as well as the development of multilingualism in society. This may include funding for language education, support for language

minorities, and the preservation of national language heritage.[1, p.2].

Technologies and Translation

Artificial intelligence, machine learning, and other technologies significantly change the approach to translation and the study of foreign languages, as well as influence the quality of translation and the learning process. Machine learning enables the development of computer programs and tools for automatic translation of texts. This allows for faster and more efficient translation of large volumes of text, but the quality of such translations may be less satisfactory compared to human translation. Technologies assist translators in their work by providing them with tools for faster and more accurate translation. For example, programs for automatic error detection and correction. Thanks to technology, it is possible to create interactive platforms and programs for learning foreign languages that adapt to the needs and level of each user. These technologies can significantly facilitate and accelerate the process of translation and learning foreign languages, but they also require continuous improvement and quality control, as the human factor is still important for achieving high-quality translation and effective learning.

Intercultural Communication

Cultural specificities in linguistic communication manifest through differences in mentality, values, traditions, and modes of expression between different cultures. In some cultures, communication may be more formal and polite, where the use of refined expressions and forms of respect is an important aspect of communication. In other cultures, communication may be more direct and straightforward. Some cultures place great emphasis on punctuality and regulation, while others may have a more relaxed approach to time. Facial expressions, gestures, tone of voice, and other non-verbal elements may have different meanings in different cultures. Each culture has its unique concepts and meanings that may be important in linguistic communication. These cultural specificities affect translation and mutual understanding between different cultures, as translators need to consider not only linguistic aspects but also

cultural nuances and context [2, p.134-136].

Language Identity and Language Globalization

In the era of globalization, some languages become more dominant due to the influence of mass culture, international trade, and political circumstances. This can lead to the displacement of less widely spoken languages and threaten their preservation. Thus, globalization may contribute to the assimilation of linguistic groups and the loss of linguistic diversity through the adoption of a dominant language or a language of communication, resulting in pressure for language standardization to facilitate communication. There is a high likelihood of losing linguistic diversity and the individuality of linguistic groups. These challenges also affect translation and the study of foreign languages: the growing need for international communication creates demand for translations, especially from dominant languages to less widespread ones. It is also important to maintain interest in less widely spoken languages and cultures to ensure the diversity of the language palette and the preservation of language identity. Therefore, globalization creates a complex dynamic between linguistic diversity and standardization. It is important to find a balance between preserving linguistic diversity and promoting international communication.[3, p.333-337]

Foreign philology and translation studies are at the forefront of innovative changes and challenges, demonstrating the continuous evolution of linguistic and cultural practices in a globalized world. Thus, there is a need for in-depth understanding of linguistic and cultural diversity. Preserving language and cultural identities, combating language stereotypes, improving translation methods, and studying foreign languages – addressing these issues requires an integrated approach that considers both linguistic and cultural aspects, as well as the use of advanced research methods and technologies. Continuing research and development in foreign philology and translation studies are important to support cultural diversity and build harmonious international relations.

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