

traditional craft knowledge will help students be ready for a fast-changing global industry.

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TRANSCREATION AS THE MAIN APPROACH TO TRANSLATING ADVERTISING TEXTS

In the era of globalization, companies strive to expand their influence in world markets. But the literal translation of their advertising texts often causes misunderstandings, remains without due attention or even provokes a negative attitude towards the brand. The reason is differences in cultural aspects. That is why transcreation is an effective approach that offers not just to translate the message, but to completely rethink its content.

The relevance of the topic is reinforced by the need to adapt creative concepts, wordplay, cultural codes, and humor that have no direct equivalents in English. That is why the concept of “transcreation”, which is used to refer to translation mainly in

marketing, has recently become very popular. The importance of this approach to translation has been studied by many foreign and domestic specialists.

Transcreation is the process of creating and adapting new content for a specific target audience, which goes beyond direct translation of the original version (Boichuk & Oleksyshyna 2024, 19). This approach requires the translator to be able to generate ideas and meaningful responses, as well as to modify, create and develop rare and new ideas. Interestingly, the term “transcreation” does not overlap or completely coincide with any other term, even the more general term “translation”.

There are two areas where transcreation is most often used: game localization and advertising translation. Today, there are even special departments in advertising agencies that provide this service. They believe that when launching a product on a foreign market, regular translation is not enough, and therefore resort to transcreation.

Transcreation is a unique approach that organically combines elements of translation and copywriting. This process goes beyond simply conveying the meaning of a text in another language; it involves a deep transformation or adaptation of the essence, structure, and even style of presentation to best suit the target audience. At the same time, creativity in transcreation is not an unlimited creative process (Hudkova, 2025, 389). On the contrary, it is a purposeful tool that helps adapt the message within a clearly defined framework, very similar to the work of marketing and advertising specialists.

Adaptation of advertising texts is not only a literal translation of words and sentences, but above all the transfer of their ideas and concepts. In order for the text not to lose its commercial appeal, but also to preserve its uniqueness and originality, its content needs to be rethought and creatively adapted, and not simply duplicated. Let's consider this with examples.

Successful and effective advertising slogans should easily be remembered by the target audience. To achieve this effect, various artistic and stylistic devices are actively

used: metaphors, oxymoron, rhyme, word play, alliteration, etc. But most often during translation it is impossible to fully reproduce a particular expressive device in the translated version, which creates challenges for the translator. As an example, the English slogan for Mars chocolate bars contains rhyming: “*A Mars a day makes you work, rest and play*” / “*Марс – все буде в шоколаді*”.

To compensate for some loss of meaning, the translators used the substitution of one stylistic device for another. The loss of fullness and rhyme was compensated for by clarity and brevity for the Ukrainian audience.

Example for advertising BMW cars “*The ultimate driving machine*” Rebriy O. & Lysenko A. consider it a classic of advertising (Rebrii & Lysenko, 2025, 149). The Ukrainian translation sounds like “*Повний драйв!*”, that is, the text was shortened and the mention of the advertising object itself (the car) disappeared. At the same time, the translator managed to preserve the emotionality by using the equivalent “повний” (ultimate) and recreating the noun “драйв” with the meaning emotional uplift, assertiveness, energy, urge to action and a tangible youth character.

A phrase of a few words should simultaneously talk about the company, the product, and the quality. Capturing the message of the original is the least a translator can do when translating an advertising text. It is necessary to convey its main idea, that is, the emphasis on the taste, quality, speed, convenience, and exclusivity of the product or service. It is also important not only to translate such a text correctly, but also to take into account the peculiarities of the culture and traditions of the country for which it is being reproduced. And of course, to apply a creative approach so that it sounds concise and beautiful, summarizes the main text of the advertisement, and also attracts attention, is quickly remembered, encourages a certain consumer action, and is exceptional in its kind.

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LANGUAGE AND INTEGRATION OF INTERNATIONAL STUDENTS: A COMPARATIVE PERSPECTIVE IN THE CONTEXT OF GLOBALIZATION

Language serves both practical and social functions. It is a tool for learning, participating in academic discussions, and building relationships with peers and teachers. Globalization has transformed higher education into an international platform characterized by mobility, cooperation, and knowledge exchange. Universities compete globally for students, academic staff, and research opportunities, which encourages the development of multilingual educational environments (Knight, 2012).

For international students, studying abroad means not only acquiring professional knowledge but also adapting to new communication practices and social norms shaped by language. Entering a new academic space requires facing not only educational challenges but also linguistic and sociocultural adaptation. With time, students must gradually move beyond basic communication toward more complex academic language use.