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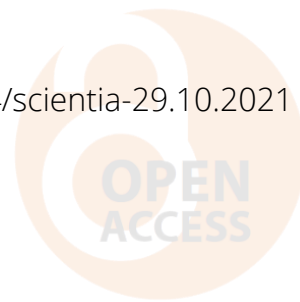
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LINGUISTIC LOCALIZATION OF TRANSLATION IN CINEMATIC TEXTS

Introductions. In Ukraine and most major European countries, it is customary to perform a dubbing translation [1; 2]. For countries where several official languages are used, subtitles are traditionally used. A film is a collection of moving images that are combined into a plot and are able to convey the meaning. Today, the majority can be characterized as a communicative socio-linguistic phenomenon.

A completed message is a movie text that can be expressed verbally or nonverbally. When the text of a film is translated, and this usually happens in the plane of linguistic and non-linguistic systems, the film text is creolized. In this case, the translator must not violate the primary unity of these systems.

Aim. In Ukraine, localization as a kind of translation is just beginning to develop. Although at first glance it seems that there is nothing complicated in this, but in fact there are still many problems and unresolved translation issues. Sometimes the language they translate into does not give that vivid impression and freedom. The most difficult to convey is a play of words, and sometimes almost impossible, the names and characteristics of the speech of the characters, which are manifested in non-traditional words, deliberate mistakes, jokes, dialects. It is perfect when the localizer can resort to compensation, but it is extremely unpleasant when these intercultural barriers lead to semantic losses.

Materials and methods. Execution of this scientific research was carried out on the examples of cinematographic films of countries of English and German origin.

Results and discussion. Localization arose in the '90s. Thanks to the development of information technology has attracted the attention of many linguists who have studied and built strategies. Nowadays this term has a broad and narrow meaning. Broad meaning includes the industry itself, while narrow is the combination of language and technology to produce results. The process of localization is not easy, it requires the work of not only a translator but also editors, proofreaders, announcers, voice actors, copywriters, and professionals whose fields of work are not intertwined with the humanities [1]. In its synthesis, the set of necessary competencies makes it possible to interpret and adapt the original, so that the result will correspond in content and pragmatics to the original lines, and that the most valuable translation will be natural and most consistent with the linguistic culture of the recipient.

A film is a product that needs to be sold [3]. That's why marketing comes into play here. The translator needs to know what is in demand now. Thus, the translator faces a rather difficult task - to translate the film, focusing on the local audience, as well as to find a compromise with the customer.

The process of translation and cultural adaptation is extremely important in the film industry. It depends on whether the viewer will perceive the character of the characters, as it is perceived by viewers of the original. And no less important is whether the viewer will laugh, cry from watching the scenes. That is why it is necessary to reproduce all the lexical aspects of the characters in the form corresponding to the original.

To begin with, consider the localization of slang. Sometimes the pronunciation of the character is characterized by slurred pronunciation and slang. For example, *ya* («you»), *wit'* («with»), *er-ly* («early»), *marnin'* («morning»), *'er* («her»), *dat* («that»). If possible, it is better to add something similar, such as «шо» instead of «що», «тре» instead of «необхідно».

It is known that Ukrainian dubbing is recognized as one of the best in the world. From a pragmatic point of view, Ukrainian translators and localizers replace jokes by adding text that does not correspond to the original. However, this is skillfully introduced, making references in subsequent films, leaving the same jokes. For example, in the famous translation of the cartoon «Cars», which was dubbed in Ukraine, the first joke was added about «Valera», which later became the subject of many memes. And even later this joke immigrated to «Pirates of the Caribbean». Using paraphrases with «Cars». In general, Ukrainian dubbing is famous for that. Difficult metaphors and pleasant paraphrases for the recipient.

A difficult task for translation and localization is a quarrel. Namely profanity. From the point of view of emotional coloring, such vocabulary automatically refers to the words of a negative, sometimes even verbally "aggressive" group. A variant of such a translation is the localization of German films. For example, «Tschick» and «Fack ju Goethe».

«Do you want me? Your friend is also a Schwachkopf!», «Второнав? Ту і твої друг - два валянки!» There were no problems with the translation of «*der Schwachkopf*», because in the Ukrainian language there is an equivalent - «валянок», which means «small minded».

«Wieso denn nicht? Weil ich ein Feigling bin. Ein Feigling und ein Langweiler». «Чому ні? - Тому що я боягуз і зануда!». «Halt's Maul!» «Стули пельку!». In reproducing non-normative words it is better to use the method of lexical substitution or modulation technique to find synonyms.

Another interesting example of localization is the cartoon «Ratatouille» in the Russian translation. It is known that during localization accents, pronunciation, words may not be preserved. So everyone except Remy and Linguini speak with a French accent, which adds a special atmosphere of alienation of these two characters. Once again emphasize its alienation.

The episode when Remy replaced all possible synonyms in the English version of «Clean» added a poem by Alexander Pushkin, although this was not in the original. On the other hand, this technique perfectly conveyed the mood of the character, his fatigue and boredom. Surprisingly, the localizers conveyed the image of Remy's father much harsher, as well as added non-existent phrases. Obscene language was replaced by shouting. Well-known critic Ego compared the boss to a bean maker, in translation, they replaced an unknown company with a clearer joke about McDonald's, which turned out to be accurate.

Conclusion. To conclude, based on the search work and analysis, we can conclude that, indeed, the topic of localization is relevant and still not fully understood. In different language combinations of translation and localization, there are absolutely individual questions to be solved. The significance of such concepts as localization and dubbing was also analyzed, as well as these two concepts within the framework of Ukrainian film distribution. On the other hand, it gives great potential for the development and study of this topic.

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