

Міністерство освіти і науки України
Сумський державний університет
Факультет іноземної філології
та соціальних комунікацій

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**ВСЕУКРАЇНЬКА
НАУКОВА КОНФЕРЕНЦІЯ**



СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

27-28 квітня 2023 року

Матеріали

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ ТА
СОЦІАЛЬНИХ КОМУНІКАЦІЙ**



**СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО
СУСПІЛЬСТВА**

**МАТЕРІАЛИ X ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ
КОНФЕРЕНЦІЇ СТУДЕНТІВ, АСПІРАНТІВ,
ВИКЛАДАЧІВ ТА СПІВРОБІТНИКІВ**

(Суми, 27-28 квітня 2023 року)

Суми, 2023

С-70 Соціально-гуманітарні аспекти розвитку сучасного суспільства:

Матеріали десятої Всеукраїнської наукової конференції студентів, аспірантів, викладачів та співробітників (Суми, 27–28 квітня 2023 р.) / уклад. М. М. Набок. Суми : Сумський державний університет, 2023. 367 с.

До збірника увійшли наукові матеріали, присвячені актуальним проблемам сучасного перекладу, етнолінгвістики, стилістики, методики та методології сучасних мовознавчих та літературознавчих дисциплін. Складовою збірника є наукові розвідки з питань релігії та культури, соціальних і міжкультурних комунікацій, психологічної теорії та практики, соціологічних досліджень.

Для викладачів закладів вищої освіти, аспірантів, студентів, учителів загальноосвітніх шкіл, гімназій, ліцеїв та коледжів, усіх, хто цікавиться питаннями соціогуманітарного напрямку.

Матеріали друкуються в авторській редакції.

СЕКЦІЯ 2. ПЕРЕКЛАДАЦЬКІ СТУДІЇ

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GENDER ISSUES IN FORMAL COMMUNICATION TRANSLATION

Relevance of the topic. The concept of *gender* entered modern linguistic science in the second half of the last century, associated with a change in the scientific paradigm in the humanities under the influence of postmodern philosophy. Language is actively involved in the process of gender construction, therefore it is considered a powerful means of forming stereotypical ideas about gender, thus gender studies have evolved into an independent field, and the issue of the relationship between language and the gender of its speakers remains very relevant at the present stage. Modern linguistics proceeds from the position that, as Y. Maslova notes that gender is the reason why men and women use language differently («I speak this way because I am a woman/man») [3]. Men's conversation is aimed at obtaining a certain «status quo», while women's conversation is aimed at achieving consent and intimacy [5, p. 45–63].

In the world of linguistics, a field of gender studies has emerged to examine the stereotypes of femininity and masculinity and gender asymmetries fixed in the language as well as the peculiarities of men's and women's linguistic behavior. A significant contribution to the development of this field belongs to George Lakoff, an American researcher whose work has become fundamental to the study of the linguistic characteristics of women and men [7]. Representatives of gender linguistics include James Cameron, Frederic Smith, Jens Otto Harry Jespersen, Mortimer Adler, Olena Zemska, Alla Martyniuk, and others.

The object of the study includes the means of representation of gender stereotypes in the compared languages.

The subject of the study is the ways of holistic reproduction of the content of the original text in translation, taking into account the rules of gender-neutral vocabulary.

The main aim is to establish a correlation between the degree of awareness of gender issues in society and the means of reproducing them in English-Ukrainian translation.

Therefore, the following **issues** were addressed:

- 1) to define the concepts of gender-marked and gender-neutral vocabulary;
- 2) to consider strategies for avoiding gender inaccuracies in the translation process;
- 3) to identify the most appropriate ways of using gender-neutral vocabulary, taking into account their differences in the English and Ukrainian cultural space.

Research key findings. Recent linguistic studies have demonstrated a tendency towards the withdrawal of *feminine* and *masculine* words in formal language, with a focus on identifying such a phenomenon as the consolidation of gender-neutral vocabulary that can meet generally accepted international norms. The guidelines and recommendations are taken from Guidelines for gender-inclusive language in English [6]. It should be emphasized that the gender factor of communication in different languages has distinct ways of reproduction, and therefore appears in various forms, and thus acquires different meanings in English-Ukrainian translation [4]. Due to the relevance of this problem, sufficient attention is paid to the development of recommendations for the use of gender-neutral language while translating gender-marked vocabulary. The basic strategy used to avoid problematic gender issues is to omit the unit, the inappropriate use of which would indicate gender bias at the sentence level [9]:

*No one shall be arbitrarily deprived of **his** nationality nor denied the right to change **his** nationality.*

The removal of the possessive pronoun **his** has no impact on the overall

meaning of the sentence and no semantic loss, but it does eliminate the impression of the dominant role of the masculine gender in the description of fundamental human rights:

*No one shall be arbitrarily deprived of **one's** nationality nor denied the right to change **one's** nationality.*

Similarly, the exclusion of the element **his** does not affect the rendering of the above mentioned in Ukrainian [1]:

*Нікого не може бути безпідставно позбавлено громадянства або права змінити **своє** громадянство.* In the language of formal communication, gender-marked forms of personal and possessive pronouns of the third person singular lose their gendered labeling when replaced by plural forms, for example, **they** instead of **he/she**, **their** instead of **his/her** can be used as the most appropriate options [9]:

*The parent(s) or others responsible for the child have the primary responsibility to secure, within **their** abilities and financial capacities, **their** conditions of living necessary for the child's development.*

However, one should note that the European Parliament recommends avoiding combined genitive forms such as **he/she**, **him/her**, **his/her**, since this affects the level of readability of the text. Even a well-known joke is made about the awkwardness of such a linguistic construction [8, p. 99]:

*Everybody must pick up **his or her** ticket at the counter and make **his or her** way to **his or her** seat on **his or her** own.*

Therefore, below is the version of the sentence where the gender-marked elements have been removed:

*The parent(s) or others responsible for the child have the primary responsibility to secure, within **the** abilities and financial capacities, **the** conditions of living necessary for the child's development.*

The Ukrainian translation also reproduces the possessive pronoun in the plural form in this position, which makes the problem of gender imbalance disappear automatically [2]:

Батько(-ки) або інші особи, які виховують дитину, несуть основну

відповідальність за забезпечення в межах **своїх** здібностей і фінансових можливостей умов життя, необхідних для розвитку дитини.

Gender marking is also inherent in words such as *anybody*, *nobody*, *everyone*, which in English are used without regard to gender, but when reproduced in Ukrainian can be translated as using the masculine markers «кожен», «жоден». Since these words are grammatically marked with masculine gender, they may lead to a misconception about the gender of the person in question. Such words should be replaced with the terms *person or individual* [9]:

Everyone has the right to a nationality. – *Every person has the right to a nationality.* Indefinite pronouns should be translated as «кожна особа» [1]:

Кожна особа має право на громадянство.

It is also possible to apply a neutral generalization to the translation, using the word «усі» to complete the sentence [9]:

Everyone has the right to recognition everywhere as a person before the law.
Усі особи, де б вони не перебували, мають право на визнання їхньої правосуб'єктності.

To summarize, gender-neutral or gender-sensitive language is a type of nationwide language that has been developed to overcome gender imbalance in the linguistic aspect of public communication. As part of the policy of gender neutrality, a number of regulations and rules have been developed and implemented to prevent gender discrimination. The overall goal is to encourage paying proper attention to gender sensitivity in all areas of linguistic and interlingual communication.

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TRANSLATION PECULIARITIES OF ADVERTISING TEXTS

This study provides a general description of the concept of translation, characteristics, and classification of advertising texts, as well as modern problems and features of translation of advertising texts. Nowadays, applying linguistic theory to advertisements is in the limelight.

The relevance of the research lies in the conditions of rapid development of