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Modern discourse of Internet communication: Linguistic aspect

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Abstract. The study of Internet-discourse language was caused by the necessity to examine its linguistic and stylistic features to facilitate effective information exchange within the global network, particularly in business and educational domains. The research was aimed to identify the characteristics of modern Internet-discourse language. The methodological framework was comprised with contextual-interpretative and descriptive methods based on external (logical-psychological techniques, interlevel interpretation) and internal interpretation (paradigmatic and syntagmatic approaches employing opposition analysis), alongside distributive analysis techniques for examining the functioning of linguistic units. The study identified the influence of various factors on the formation and usage of linguistic constructions in the texts of Internet-discourse. Key lexical features of Internet-discourse included frequent use of reduction techniques, substitution of word segments with phonetically similar numerals and replacement of double letters with symbols among others. At the syntactic level ellipsis is a productive phenomenon that facilitates the economisation of verbal effort in information exchange. Punctuation marks in the Internet communication serve to convey the emotional tone of a message; the greater repetition of identical punctuation marks, the stronger emotional intensity is conveyed. Each punctuation mark is associated with distinct emotions. In addition, the language of the Internet uses a diverse range of graphic tools (emoticons, memes, demotivators) that help to make the

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Internet communication successful. The results of the study enhance knowledge in the fields of communicative and applied linguistics and can also be used in lexicographical practice, in teaching relevant linguistic courses, and in developing methodological guidelines for effective computer-mediated communication

Keywords: discourse; communication; Internet-discourse; communicative Linguistics; applied Linguistics

Introduction

The rapid development of Internet technology has led to the emergence of new ways for users to share information. Every Internet user has access to the limitless possibilities of the virtual world. However, it is essential to understand that in the process of online communication, all languages inevitably change, leading to new features and forms of interaction. Therefore, effective online communication requires users to be familiar with the established norms and rules of interaction and the use of language in the digital realm. Changes occurring in the language of the global network eventually permeate everyday speech, influencing the structure of language and its lexicon. As a result, linguists have focused their attention on online communication in recent years.

Contemporary society has the opportunity to observe the formation and development of a new virtual world. The Internet, as a new form of human interaction and a global network, provides people with new opportunities for communication. The Internet is considered a special informational, socio-psychological, and linguistic space. Characteristic features of the internet environment include virtuality, interactivity, hypertextuality, globality, creativity, mosaic-like structure, and predominantly anonymity. The second and early third decades of the 21st century were marked by a tremendous interest of scientists, primarily linguists, in the issues of the interaction between language and virtual space. This has stimulated the active development of internet linguistics, particularly in three main areas: the use of language for communication on the Internet (messengers, social media sites), the interaction between humans and machines, and the creation of data corpora (Marx, 2019), as well as the emergence and widespread use of the universal language of emojis, which has made them a rich material for studying language functions (Giannoulis & Wilde, 2019), helped to clarify the interaction between people and technologies (including digital) in a broad context (Bongers, 2021) and opened up new possibilities for effective digital teaching and learning (Böhmer & Schwab, 2024).

Theoretical aspects and a general analysis of Internet communication are presented in the study of N. Shkvorchenko (2019), where the researcher considered modern English-language Internet-discourse as a linguistic category and reveals its lexical and grammatical features. Linguistic characteristics of Internet-discourse based on the English language empirical material are also proposed in the article by N. Lanchukovska & A. Shalov (2023). Mobile discourse about communication platforms was described by A. Dosenko (2021). A general portrait of contemporary English in Internet-discourse was presented by O. Chernysh (2022); the author thoroughly analysed its differential features and distinctive characteristics. O. Ilienko & L. Shumeiko (2021) examined political Internet-discourse through the prism of Internet communication. The authors noted that the Internet communication can be used to effectively and quickly disseminate information, persuade audiences, argue for messages, manipulate the

consciousness of recipients, and create the appearance of a direct connection between the political representatives and the people. N. Izotova *et al*. (2021) analysed the problem of "the impact of electronic communication technologies on the formation and conduct of discourse, the use and influence of extralinguistic factors on speech", and also emphasised the linguistic features of the corresponding discourse, including the use of specific vocabulary, etc. T. Koknova (2022) studied Internet-discourse in diachrony, providing a general characterisation of it in linguistics, particularly in Ukrainian studies. As the author noted, discourse, including Internet communication (mediated, virtual, network, electronic, and computer communication), is realised in texts with special grammar, lexicon, rules of word usage and syntax, specific semantics, etc.

Despite a wealth of research on the language of Internet communication, some questions remain under-explored and require further investigation. The studies analysed above focus primarily on theoretical, rather than linguistic or pragmatic, aspects of Internet-discourse. Therefore, there is a need for an analysis of linguistic means at the phonetic (more precisely, orthographic, graphic), lexical, morphological, and syntactic levels, revealing their semantic and structural features, as well as their functional and communicative load in English-language Internet-discourse and their translation into Ukrainian.

This research was aimed to investigate the linguistic aspect of internet discourse. The specific objectives were: to reveal the features of the language of modern English Internet-discourse; to interpret the means of expression at various levels/sublevels of the language structure (orthographic, lexical, word-formation, morphological, syntactic, punctuation); to identify their structural-grammatical and semantic-functional characteristics; and to identify the specific features of translating the corresponding material into Ukrainian.

Materials and Methods

The methodological basis of the study was the universal descriptive method, which is based, in particular, on the techniques of component and contextual analysis, as well as the functional method, which involves the use of techniques of contextual-interpretive analysis of text, discourse, pragmatic and conversational analysis. These methods made it possible to inventory the linguistic means recorded in the studied Internet-discourse, to explain the mechanisms of their creation, structural features and semantic characteristics, the peculiarities of compatibility, communicative load and patterns of functioning. General scientific methods and techniques of analysis, synthesis, comparison, comparison and contrast were used. The translation research was carried out using comparative and translation studies methodologies.

In the first stage of the research, the theoretical foundation and terminology were defined and analysed, the empirical material was collected, and the aim and objectives of the study were formulated. In the second stage, the object of research was grouped and classified, its verbal means of expression were analysed in structural and semantic aspects at different language levels, and the stylistic features of use were characterised. In the third stage, the results of the study were summarised, conclusions were formulated, and prospects for further research were outlined.

The research material was selected using a combination of comprehensive sampling and individual recordings from sources widely available on various Internet platforms, social media, informational and educational websites, chats, blogs, etc., which are publicly accessible, taking into consideration legal and ethical norms. The empirical material consisted of public posts, comments, and dialogues used in digital environments such as Facebook, YouTube, Instagram, Twitter, and Threads, as well as on various websites and forums oriented towards communities with specific interests and the

ability to leave feedbacks, comments, express opinions and share impressions. It was observed that Internet communication is characterised by specific vocabulary, distinctive morphology and syntax, deviations in word usage, spelling, and punctuation, along with unique semantics and forms of expression. It can be argued that the world of virtual communication has its own structural-grammatical, functional-semantic, and communicative-pragmatic features. Communication in the global network is universal in terms of its implementation possibilities, including unlimited spatial-temporal continuum, a certain degree of anonymity (at the discretion of the communication participants), regardless of gender, age, education, social status, religious affiliation, political views, nationality, preferences, etc. of the communicants, the possibility of various forms of its embodiment (written and oral digital texts, both printed and video, audio texts), and the actual lack of regulation in terms of norms, especially linguistic.

Verification of the linguistic material was carried out using content analysis. The analysed material made it possible to trace the dynamics of the modern language system of internet discourse, highlight the characteristic linguistic specificity of Internet communication and identify trends in a digital speech in the 21st century.

Results and Discussion

Discourse is an interdisciplinary concept and is studied in numerous fields such as Linguistics, Literature, Semiotics, Sociology, Psychology and Philosophy. The beginning of the 21st century was important by an intensification of linguistic research into discourse, particularly its general theory, methodology, typology, and analysis of specific types. Notable examples include the research of S. Serazhim (2002) and I. Shevchenko (2005). In the scholarly study of A. Zahnitko (2008), the foundations of discourse studies as a science are examined, its basic units and categories are defined, the typology of operators and corresponding operations of discourse studies is clarified, the methodological apparatus, history, and current state are analysed, the main types of discourse and its relationship to text are characterised and the synergy between language and discourse is investigated.

Internet-discourse as a distinct type of discourse has taken a prominent place in the contemporary cognitive-discursive paradigm of the knowledge. In the 21st century, it has become the subject of attention of linguists working with various languages. The theoretical aspects and general characteristics of Internet-discourse have been analysed in the studies of many researchers, such as Ya. Vzheshch (2012), N. Hudz (2013; 2015). The language of the Internet and its specific features have been explored in the studies of N. Baron (2003; 2008) and D. Crystal (2006). A new perspective on Internet linguistics, particularly the linguistic analysis of electronic discourse as a new type of language, is presented in the research of A. AbuSa'aleek (2015); interactive virtual communication based on the material of information and reference services was studied by I. Karpa (2010); the linguistic parameters of the discourse of the German language Internet news were revealed in the articles of O. Shcherbak (2016); the linguisticstylistic and communicative-pragmatic characteristics of the Spanish language internet discourse are presented in the studies of N. Lukashenko (2006); the means of expressing etiquette in the English language virtual communication were studied by M. Stolyarova (2005); communicative strategies and tactics, particularly confrontation, in the English language discourse were highlighted by I. Frolova (2009). W. Rupprecht (2014) in his introduction to the theory of cognitive communication investigated how language, information, energy, the Internet, the brain, and consciousness are connected. R. Grimm & P. Delfmann (2017) explored theories of communication and linguistics, including cognitive linguistics, in combination with computer science and business informatics. The authors

analysed the semiotic levels, syntax, semantics, and pragmatics of digital communication language, the language model of a semantic network, language games, and more.

N. Hudz (2015) schematically depicted the Internet discourse as a series of concentric circles, with virtual discourse occupying the largest circle. Inside it, there is a smaller circle representing computer or electronic discourse, and within that, an even smaller circle representing network discourse. At the very centre (the smallest circle) is Internet discourse. Thus, these terms can be used interchangeably or to complement each other. As Yu. Halynska (2022) notes the study of virtual communication was initiated by the Canadian professor M. McLuhan. He believed that the spiritual and material progress of humanity is determined by technologies of social communication, rather than by tools of labour or mastery of nature, or by politics, culture, or economics. M. McLuhan divided human history into four periods:

1) the period of the Tribal Age, where the highest communicative achievement of humans is articulate speech, perceived by hearing;

2) the period of the Literacy Age, when sight, rather than hearing, begins to dominate communication, and written text, encoded in writing, replaces acoustic messages;

3) the Gutenberg period – the time of the Print Age; this period is characterised by the fact that people become smarter not through communication with others but through individual reading;

4) the modern period of the synthesis of the Electronic Age. Electric and electronic means of communication, according to M. McLuhan, are a "communication revolution" in human history (Halynska, 2022).

The Internet has given rise to a new communicative environment – a so-called communicative space – where new genres of communication are emerging rapidly. The specificity of Internet communication is characterised by its global scale and the ability to disseminate any information virtually instantaneously. The main Internet genres include electronic mail; forums; chat; bulletin boards; advertising banners; communication using instant messaging programs; virtual conferences; posts, or author's notes; and comments (in any other virtual genre of social networks, blogs).

Internet communication is characterised by features such as polyphony, as it unites a large number of different types of discourse and language practices; hypertextuality and interactivity (networks can change or modify the process of creating and perceiving text). Special features include anonymity and distance. Together with the physical distance of communication participants, the ability to "join" or "disconnect" from online communication at any moment, and the lack of coercive instruments, these factors contribute to, but also intensify, deviant communicative behaviour (such as spamming, trolling, or flooding): they minimise accountability online.

The Internet poses a constant challenge in creating, maintaining, and sustaining contact, demanding the maximum mobilisation of linguistic resources. This goes beyond mere violations of linguistic norms. Perlocution, as the effect of intentional influence on the addressee, and its consequences and results, takes on exceptional significance and communicative innovation here. The personal language in the communicative space of the global network is creative. Its creativity is manifested at all linguistic levels, making the language of Internet communication a unique research object for linguistic analysis. Language creativity encompasses all structural levels of language, but it is primarily the special network lexicon, specific computer slang, the use of linguistic play, non-standard word usage, deviations from graphic and grammatical norms, etc., that attract the attention of language researchers.

Furthermore, the psycho-emotional aspect of communication takes on particular significance, as its intensity has a compensatory character in the conditions of a near-complete absence of non-verbal means for conveying emotions and describing emotional states. It should be noted that emotional intensity in this environment is achieved both through graphic verbal means (the use of capital letters, repetitions of punctuation marks, emoticons, etc.) and special software graphic tools embedded in the software shell. For example, "emoticons" – schematic representations of the human face used to convey emotions – are added to any text message or remark, making the language of internet discourse vivid and rich.

In Internet communication, the author often expresses their thoughts, attitudes, and positions spontaneously and reflexively, in response to various events, messages, or situations. As a result, there is a notable presence of colloquial, non-standard vocabulary and slang, that reflects the predominance of informality in the language of contemporary electronic texts. Chat texts are also characterised by the use of various epithets and metaphors, as it is impossible to describe the surrounding world and one's own impressions without them.

A characteristic feature of modern Internet texts is the use of abbreviations, motivated not only by the desire to save the speaker's linguistic effort but also by the trend towards quick and unambiguous interpretation of information by the recipient. This demonstrates society's desire to increase the informativeness of the text while simultaneously reducing its structure, and consequently saving time. Such texts are dominated by short words, parts of words, exclamations, grammatical constructions, and established graphic symbols and images, aimed at the precise and concise expression of communicators' emotions and thoughts.

Distinguishing between spoken, written, and online language, D. Crystal (2006) notes that online language is written language that approximates spoken language. He defines online language using the formula: spoken language + written language + electronically mediated features and considers it not a hybrid but a new type of language. The researcher proposed creating a subdivision of linguistics aimed at studying the linguistic component of the Internet – internet linguistics. Within this framework, he identified four perspectives:

1. Applied – involves studying the Internet both as a means of changing language and as a means of preserving it.

2. Educational – studies the influence of changes in virtual speech on speech used in real-world communication. This concept analyses violations of speech norms outside the network that have arisen under the influence of the Internet.

3. Stylistic – studies both spoken and written language on the Internet. Various verbal and non-verbal forms characteristic of the internet environment are studied (abbreviations, emoticons, memes).

4. Sociolinguistic – studies the relationship between society and the Internet. Particular attention is paid to linguistic changes on the internet and society's reaction to these changes.

Given the rapid development of technology, new examples of speech situations may undoubtedly appear in the online environment. However, the classifications of speech situations (genres) proposed by D. Crystal (2006,) deserve special attention:

1. Electronic mail (e-mail) – an electronic system for receiving, transmitting, and storing messages. Although email occupies a relatively small part of the Internet, it far surpasses it in terms of the number of daily individual operations.

2. Chatgroups – continuous discussions on a specific topic, organised in "rooms" on various internet sites, in which all users interested in this topic can participate. Based on when communication takes place, the following types can be distinguished:

➢ synchronous situations, where communication occurs in real time. Users simply

enter the chat and join the ongoing conversation. This situation is also interesting because although most users enter only one chat room, nothing prevents them from entering other rooms and participating in two or more conversations simultaneously;

➢ asynchronous situations, where communication between users occurs at different times. One user creates a chat room on a specific topic and leaves a message there. Other users can then enter this room at any time and leave their own messages related to this topic. The drawback of this situation, in the authors' opinion, is that such communication may not always be effective, as at some point one of the users may not receive a response to their message, or the response to the message may no longer be relevant due to a significant period of time. Some chat groups are international, as a user from any part of the world can be a participant. Also, some chat groups have moderators or group editors, while others may not be controlled at all.

3. Virtual worlds are artificial environments created using computer programming. People can become part of such an environment for the purpose of social interaction. Another name for virtual worlds is MUD (Multi-User Dungeon). Initially, MUDs were used in the context of adventure games, and the name Multi-User Dungeon itself is derived from the 1970s role-playing adventure game "Dungeons and Dragons". Several variations of adventures in the virtual world were developed and offered to users. In such a world, users created new personalities for themselves, explored fantasy worlds, performed feats, and interacted with other participants. With the development of technology, it became possible to add various multimedia elements to virtual worlds, additional audio and video capabilities that complement or replace text, so that participants could see each other as avatars (graphic representations of the user). A modern MUD is a virtual world that encompasses role-playing games, hack-and-slash games, and interactive fiction, as well as real-time text-based communication between players. The speech possibilities in such worlds are limitless, but, as in all games, some moderators manage the game, without whom user interaction would be chaotic.

4. The World Wide Web is the collection of all computers connected to the Internet that store documents accessible via the standard Hypertext Transfer Protocol (HTTP). This term is commonly abbreviated as the Web or W3, and all addresses on the site are represented by the abbreviation www (World Wide Web). The creator of the www, scientist and programmer Tim Berners-Lee, defined it as a universe of information accessible to the network, an embodiment of human knowledge. This system was developed in 1990 as a means of allowing high-energy physicists to exchange information in their field with representatives of other educational institutions. Over time, it has captured other areas and is now an essential part of multimedia interaction between computer users anywhere in the world. It encompasses encyclopaedias, archives, reference materials, advertising and announcements, games, news reports, fiction, and various business documents, as well as films and other forms of entertainment.

This classification in no way implies that all these situations exist on the Internet in a pure form. Practically all websites are designed in such a way that some of these situations can be represented simultaneously. For example, many websites contain chat groups for discussing a particular topic, and in some MUDs, separate asynchronous chat groups are created that allow participants to communicate with each other via email. The world of the Internet is extremely changeable, and users are constantly exploring its possibilities, introducing new elements each time. Therefore, it is entirely possible that some new speech situations may arise on the Internet.

Scientists around the world are independently studying phenomena characteristic

of many national languages used on the Internet. For example, in the USA and the UK, a phenomenon such as Weblish (the language of the Internet) has become particularly popular among internet users. Abroad, the term "internet language" is often used to denote such concepts as *e-language – electronic language* (електронна мова), *geekspeak* (розумна мова, мова комп'ютерників), *netspeak* (інтернет-мова), *Internet languag*e (мова інтернету), *cyberspeak* (кібермова), *electronic discourse* (електронний дискурс), *interactive written discourse* (інтерактивний письмовий дискурс), *computer-mediated communication* (комп'ютерно опосередковане спілкування).

Texts created on the Internet are the basis for describing modern language, as it is in them that all the changes occurring in the language are first recorded. Due to the fact that communication on the Internet is based on the principle of saving linguistic effort, a distinctive feature of internet discourse texts is their saturation with abbreviations:

AFAIK – as far as I know

ASAP – as soon as possible

IMO – in my opinion

IRL –in real life

L – laugh (сміятися)

Lol – laugh out loudly (сміятися голосно)

PLZ – please (будь ласка)

WKND – weekend (вихідні).

Abbreviations can be used to represent sentences:

BBL – Be back later (повернуся пізніше)

BRB – Be right back

IDK – I do not know

HBTU – happy birthday to you (З днем народження)

WU – What's up? (Як справи?)

PCB – Please call back (Передзвони, будь ласка)

YGM – You've got mail (Вам прийшов лист)

JK – just kidding (жартую)

LYL – love you lots (люблю тебе сильно)

OMG – Oh, my God (О, Боже)

IMHO, many people are fond of your teaching manner, Bob. To tell the truth, I'm one of them. As for me, l'm not as much self-confident to consider myself a know-it-all. Thanks (Bob's Short English Lessons, n.d).

Hey Paris! I need you ASAP. Let's make an appointment.

WKND recap: good vibes, great company, and we kicked off The Christmas Story series (SSM Santa Rosa, n.d).

There are also such types of abbreviations as "sound" and keyboard:

sk%l – school (школа, заміна букв *оо* на знак *%*) *c%l – cool* (класний, заміна букв *оо* на знак *%*)

W4U – Wait for you (Чекаю на тебе, прийменник *for* і звучання цифри чотири *four* англійською мовою співзвучні один одному, а також заміна займенника *you* на букву *u* за принципом схожості звучання).

ki$$ – kiss (поцілунок, заміна буквосполучення *ss* на знак *$*)

SUM1 – someone (хтось, слово *one* у перекладі з англійської перекладається як один *1*).

In the process of communication, participants can use numbers to replace a letter or a combination of letters in a word to shorten them and speed up typing:

m8 – mate (товариш), *l8_ – late* (пізно), *h8 – hate* (ненавидіти), *d8 – date* (побачення), *w8 – wait* (почекай).

In the examples above, the letter combinations ate/ait and the sound of the number *eight* in English are consonant with each other, resulting in a replacement.

4ever – forever (назавжди, буквосполучення *for* та звучання цифри чотири *four* англійською мовою співзвучні один одному).

Cases of replacing entire prepositions and particles with numbers are quite common:

F2F – face to face (віч-на-віч, частка *to i* звучання цифри два *two* англійською мовою співзвучні один одному)

J4F – just for fun (просто заради веселощів, прийменник *for* та звучання цифри

чотири *four* англійською мовою співзвучні один одному)

T2UL – talk to you later (поговоримо пізніше)

What makes 4Ever Young unique in the franchising space? (n.d)

Got 2 Luv U (Paul, 2022).

Another common feature of internet language is the omission of vowels. Consonants are also omitted, but this happens very rarely, as it is the consonants that "carry" the lexical meaning of a word. For example, *dinr – dinner* (вечеря), *txtng – texting* (повідомлення), *comin – coming* (прибуття), *xlnt – excellent* (відмінно), *ppl – people* (люди) etc.

There is also a tendency in orthography to replace the letter combinations *ch-, ph-, sh-, wh-, -er, -ou-;* letters *o, a: luv – love* (любов), *wot – what* (що), *fone – phone* (телефон) *kemistry – chemistry* (хімія), *shud – should* (слід), *ya – you* (ти).

For example, *Txtng is killing language. JK!!!* (McWhorter, n.d).

A fairly common feature of internet language is the use of capital letters instead of lowercase, sometimes with a space after each letter. All this is done to give the message a greater emotional charge:

The movie is GREAT (фільм ВІДМІННИЙ)

JUST SHUT UP! (ПРОСТО ЗАТКНИСЯ).

The creation of new words on the Internet occurs according to models characteristic of the English language and following typical ways of word formation, such as affixation (*mailer, windowfull*), compounding (*wiredhead, webcam*), and conversion (*spam – to spam*).

The main grammatical features of internet discourse are the absence of auxiliary verbs and the ignoring of inverted word order in questions:

every1 having a nice evening – everyone is having a nice evening (Всі добре проводять вечір)

no1 talking – noone is talking (Ніхто не каже)

any london girls here? – are any london girls here (Тут є дівчата з Лондона?)

Yil 2023 hala dinleyenler? – 2023. Yilinda hala dinleyenler var mi? (Хто ще слухає це у *2023 році*?).

As for the tense-aspect forms of the English verb, it should be noted that within the framework of Internet communication, the Simple tense group is most often used, even though, from the point of view of grammatical norms, a different tense form should be used:

I already annoyed my parents because I listen to this non stop – I have already annoyed my parents because I listen to this non stop (Я вже розсердив своїх батьків, бо слухаю це без зупинки).

A characteristic of Internet punctuation is agrammatism. There are also symbols borrowed from programming languages, for example, if an exclamation mark is placed before a word or at the beginning of a sentence, it conveys negation (*/interesting = not interesting, нецікавий*). Another feature of online language punctuation is the frequent absence of the apostrophe:

lets go – let's go (Підемо)

nope im bored/ – nope I'm bored! (Ні, мені нудно!).

The most common syntactic device used during online communication is ellipsis. In gaming servers, communication is based on two conditions: fast message input and accurate message transmission.

all mid- – Let's all gather in the middle (Давайте всі зберемося посередині)

know her? – Do you know her? (Ти знаєш її?).

As for sentence types, simple sentences are most often used, as this type of sentence also contributes to fast and economical information transfer.

How about tomorrow night? – Sounds good. – Looking_ forward.

(Як щодо завтрашнього вечора? – Звучить непогано. – Чекаю з нетерпінням.)

Dinner later? – I'll pick something up

(Повечеряєм пізніше? – Я підберу щось).

The # sign, called a hashtag, has also become increasingly popular. This sign is placed

before a keyword and is used to quickly search for the necessary information. Simple sets of letters that do not carry any lexical meaning but serve primarily for emotional colouring of the message are very popular: *great speech dffgjhgjhlksjhlk* (чудова промова мова *dffgjhgjhlksjhlk*), *deli birisi sjdkkd* (дурень *sjdkkd*).

Pauses, difficulties with answering, or uncertainty in the answer are usually denoted by three dots (...), commas (,,,), and hyphens (-). Surprise or irritation is conveyed by an exclamation or question mark, respectively.

As the analysis has shown, one of the decisive characteristics of internet discourse language is the tendency towards linguistic economy. However, despite its demand, it has clear boundaries, that is, the economy is carried out only as long as it does not threaten the purpose of the utterance, and the information can be deciphered. For example, even if users on the network shorten words, replacing them with various abbreviations, or entire sentences, all this is done exclusively with a clear understanding that their message will be understood by other users, and they use abbreviations to reduce effort and time when communicating. The principle of economy contradicts the principle of clarity since users can always maintain balance while implementing the principle of saving effort. Therefore, the most effective means of economy in language is considered to be abbreviations, which, on the one hand, contribute to the rapid transmission of information, and on the other hand, do not distort the content of the message and facilitate its perception.

Conclusions

Therefore, the study of Internet-discourse allowed for the conclusion that discourse is a kind of communication that occurs in real time. Its purpose is the process of exchanging information and influencing all participants in communication, as well as using various verbal and nonverbal strategies in the process of communication. One of the important features of discourse is that, in addition to obvious linguistic features, it gives an idea of the personal and social components of all participants in communication. The concept of Internet-discourse as a unique form of discourse opens up a new field of research in linguistics. The Internet is increasingly used on various mobile devices and is becoming an integral part of people's lives. Given that communication on the Internet is becoming increasingly important, there is an even greater need to study its language at various linguistic levels.

The study of Internet-discourse offered valuable insights into the evolving nature of communication in contemporary digital environments. This real-time discourse encompasses processes of information exchange, influence on participants, and the utilisation of diverse verbal and nonverbal strategies. A key characteristic is its ability to reveal not only traditional linguistic features but also deeper insights into the personal and social dimensions of communication. This allows for the identification of both individual and group characteristics of participants, their attitudes, interests, and stances towards discussed topics. The concept of Internet-discourse as a unique form of communication opens up new avenues for linguistic research, as the language employed online exhibits distinctive features. The Internet has become the primary platform for numerous forms of interaction, where the rapidity and immediacy of communication challenge traditional approaches to language.

Notably, the use of abbreviations, emoticons, and interactive elements significantly alters the structure and form of messages, necessitating a fresh perspective on communicative processes. Given the ubiquity of internet technologies in contemporary life, the importance of studying online language has grown exponentially. Internet-based communication, especially within social networks and digital platforms, demands a meticulous analysis of language at various levels, from lexicon

to grammar and style. This process enables a broader understanding of how communication unfolds in a globalised world where digital tools exert an increasing influence on linguistic practices and social interaction. Future research could focus on specific aspects of Internet-discourse according to specific parameters (such as language, thematic focus, target audience, etc.) to meet the practical needs of linguistics (for example, conducting sociolinguistic surveys, compiling dictionaries, creating guidelines etc.).

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Conflict of Interest

None.

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Сучасний дискурс інтернет-комунікації: лінгвістичний аспект

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Анотація. Дослідження мови інтернет-дискурсу зумовлене потребою вивчення її лінгвостилістичних особливостей задля забезпечення ефективного обміну інформацією в глобальній мережі, зокрема в діловій та освітній галузях. Мета дослідження полягала в з'ясуванні особливостей мови сучасного інтернет-дискурсу. Методологічну основу роботи складали контекстуально-інтерпретаційний і описовий методи, що ґрунтуються на зовнішній (логіко-психологічні прийоми, міжрівнева інтерпретація) та внутрішній інтерпретації (парадигматична і синтагматична методика із застосуванням опозиційного аналізу), а також прийоми дистрибутивного аналізу функціонування мовних одиниць. У результаті дослідження визначено вплив низки чинників на формування і вживання мовних конструкцій у текстах інтернет-дискурсу. Основними особливостями мови інтернету лише на рівні лексики є часте використання прийому редукції; заміна частин слова на співзвучні цифри; заміна подвійних букв символами тощо. На рівні синтаксису продуктивним явищем є прийом еліпсису, що сприяє заощадженню мовленнєвих зусиль у передачі інформації. Розділові знаки в інтернет-комунікації використовуються для розпізнавання емоційної характеристики повідомлення, чим більше повторюваних однакових розділових знаків, тим сильнішою є передавана емоція. Кожен розділовий знак використовується для різних емоцій. Крім того, мова інтернету послуговується багатим арсеналом графічних засобів (смайли, меми, демотиватори), які допомагають зробити інтернет-комунікацію успішною. Результати виконаного дослідження поглиблюють знання в галузі комунікативної, прикладної лінгвістики, а також можуть бути використані в лексикографічній практиці, у викладанні відповідних лінгвістичних курсів, для розробки методичних рекомендацій у сфері ефективної комп'ютерної комунікації

Ключові слова: дискурс; комунікація; мова інтернету; комунікативна лінгвістика; прикладна лінгвістика

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Literary genres in classical Greek and Latin literature

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Abstract. The purpose of the study was the in-depth examination of the diversity of genre forms in classical Greek and Latin literature and the analysis of the influence of cultural, social, and political realities on these genres. The study covered the analysis of major literary genres such as epic, tragedy, comedy, lyricism, satire, and elegy, with a particular focus on the influence of Greek models on the development of Latin literature. The study analysed the works of such outstanding authors as Homer, Aeschylus, Sophocles, Euripides, Virgil, Horace, and other canonical creators of ancient literature. The results showed the unique features of each genre and their evolution under the influence of historical and social changes. In particular, it is established that Greek tragedies and comedies had a substantial influence on the formation of Roman drama, while Roman poets such as Virgil and Horace developed the genres of epic and lyricism, considering Greek traditions but creating their own unique works. The results of the study highlighted the importance of cultural exchange between Greece and Rome, which contributed to the formation of a rich literary legacy that influenced the further development of world literature. The results also indicated that the interaction between different genres in Greek and Latin literature occurred in response to changes in society and political conditions, which contributed to their dynamic development and adaptation to new realities. This study contributes to understanding the specifics of genre forms of ancient literature and their role in the historical context, opening up new perspectives for further research

Keywords: antiquity; epic; drama; lyrics; satire; elegy

Introduction

Literary genres in classical Greek and Latin literature are a substantial topic for research, as they reflect the cultural, social, and political realities of antiquity. Literary works of that time

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are characterised by a substantial self-awareness of their positioning in relation to their predecessors and contemporaries and a deep awareness of belonging to tradition, regardless of the views of their authors on this connection. In addition, the analysis of these genres allows tracing the evolution of literary forms and their impact on the further development of world literature. From the beginning of the 20th century to the present day, many Ukrainian researchers have considered the specifics of certain genres in Greek and Roman literature.

N. Astrakhan (2023) analysed the tragedy "Oedipus Rex" by Sophocles as a fundamental work of attic tragedy, exploring the evolution of the main character and his struggle for truth in the context of ancient philosophy and its connection with later belief systems. N. Vladimirova (2024) systematised knowledge about the theatres of Ancient Greece and Ancient Rome. I.V. Kozlyk (2020) covers both Greek and Roman literature in its study, analysing their genres, styles, themes, and their impact on further literary creativity. A. Snizhko (2023) structured ancient literature, paying attention to the philosophical context of literature and the level of attachment to society. A publication by I. Zaitseva (2021) offered a comparative analysis of ancient and modern drama, demonstrating how classical dramatic techniques and themes continue to influence contemporary authors. V. Rybachuk (2023) explored the phenomenon of the extraordinary cultural flourishing of Ancient Greece in the 5th century BC, in particular, and seeks to identify the reasons for such a rapid development of civilisation and its impact on the future history of mankind. The author analyses various factors that could contribute to this phenomenon, drawing attention to the intellectual achievements of the Greeks in various fields: philosophy, art, literature, and science.

In general, researchers examined a certain aspect of ancient literature. For example, O. Lefterova (2022) worked on the formation of plot archetypes through the image of the sea element in the tale of Cupid and Psyche: a mythocritical examination of Apuleius' novel "Metamorphoses". O.H. Kozynets & A.I. Ostapenko (2021) compare the ideas of Plato and Aristotle about state and law in the context of modern political philosophy, which indicates the connection of research with modern scientific discussions. D. Shipko (2020) uses a mythocritical approach to analyse the works of Ovid in the context of the cultural transformations of the Roman Empire (Riley, 2007). The author demonstrates how Ovid poetry reflects changes in the collective consciousness of the Romans and how it influenced the further development of European culture. O. Turhan (2021) explores the image of Sappho in the works of Ukrainian modernists of the late 19th – early 20th century. The author analyses the transformation of the myth of Sappho in the context of Ukrainian literature, identifying the synthesis of Western European and national cultural traditions in the interpretation of this image. Many studies focus on a single genre or aspect of a genre, but there are no comprehensive studies that compare and contrast different genres. In addition, some genres of classical literature, such as satire and elegy, have not received proper attention in modern scientific discourse. The study of this problem is relevant, as it allows identifying new aspects and features of the literary creativity of antiquity.

The problem of examining genre forms in classical literature, in particular, Greek and Latin, also consists of determining and analysing their specific features and their impact on the cultural and social processes of that era. Greek tragedy and comedy, like Roman epic and satire, have their own unique features that reflect the social, political, and cultural trends of their time. Thus, the purpose of the study was to fill in the gaps in the examination of the relationship between different genres in classical Greek and Latin literature and analyse the specifics of their development under the influence of historical and social changes. This will contribute

to a deeper understanding of the literary processes of antiquity and their role in the historical context, opening up new perspectives for further research in this area.

Materials and Methods

The main materials for the analysis were literary works of classical Greek and Latin literature, scientific works, monographs, and papers dealing with the issues of genre forms in ancient literature. Substantial literary works that prominently represent various genres of classical Greek and Latin literature were selected for the study. The Iliad of Homer (Pope, 1899) and The Odyssey by Homer (Tinsley & Widger, 1999) were included in the study as vivid examples of an epic poem that allows tracing the development of this genre in ancient Greek literature. The tragedy "Agamemnon" by Aeschylus (n.d.), "Oedipus Rex" by Sophocles (1949) and "Medea" by Euripides (n.d.) were chosen to analyse the evolution of the tragic genre, its themes, and artistic features in different periods of antiquity. The comedy "Lysistrata" by Aristophanes (2008) allows exploring the features of ancient Greek comedy, its social function, and the use of satirical techniques to criticise society. Poems of Sappho (n.d.) and Archilochos (n.d.) were included to analyse the development of lyrical poetry, its themes and stylistic features.

The epic poem "The Aeneid" by Virgil (n.d.) serves as an example of the development of the epic genre in Roman literature and allows comparing it with Greek models. The lyrical works "Odes" by Horace represent the diversity of lyrical genres in Roman poetry and allow tracing the influence of Greek lyrics on Roman poets (Smart, 2004). The "Metamorphoses" by Ovid, as an example of Roman metamorphoses, allows exploring the transformation of mythological subjects into literature and the specific features of this genre (Riley, 2007). Satires Juvenal (2011) is a prime example of the satirical genre in Roman literature, which allows analysing social criticism and its artistic means. The elegies of Tibullus represent love lyrics in Roman poetry and allow exploring the evolution of this genre from Greek models (Williams, 1908). Thus, the choice of these works allows for the covering of a wide range of classical literature genres, which is important for understanding the development of the literary process in antiquity.

While working on the study, a detailed analysis of papers devoted to the topic of genre forms in classical Greek and Latin literature, for example, studies by A. Snizhko (2023), V. Rybachuk (2023), N. Astrakhan (2023). The socio-political conditions that influenced the formation and development of literary genres were also examined, and the influence of historical events, such as the Peloponnesian War, on the development of literature was considered. Genre analysis was conducted – the specifics of the main genres in the works of selected authors were reviewed and a comparative analysis of Greek and Latin samples was conducted; common features and differences between the genres of the two cultures were determined. Textual analysis – the analysis of individual literary works that are examples of a particular genre, including the examination of literary techniques, stylistic features, and thematic motifs. It is considered how specific literary techniques contributed to the formation of genre characteristics.

Classification and generalisation methods: the results of the analysis are systematised, conclusions about the specifics of genre forms in classical Greek and Latin literature are formulated, and a systematic approach is used to identify the relationships between different genres and their development in the historical and cultural context. Literary methods: the hermeneutical method was used to interpret texts, and the method of comparative literary studies was used to identify specific features and differences between Greek and Latin genres. Linguistic methods: a stylistic analysis of the linguistic features of texts is conducted, and

rhetorical techniques and their role in the formation of genre characteristics are considered. Content analysis was used to determine the frequency of use of certain thematic elements and literary techniques in works of various genres. The paper examines how individual elements of texts affect the overall genre structure of works. A quantitative analysis of the frequency of use of certain thematic elements and literary techniques in works of various genres is conducted. This allowed identifying the main trends in the development of genres and their interaction.

The sample included only those literary works that are canonical representatives of the relevant genres and have a substantial impact on the further development of literature. Works that did not have a notable impact or were not recognised by critics and scholars as key to understanding genre forms were excluded from the analysis. This approach provided a comprehensive analysis of literary genres in classical Greek and Latin literature, allowing the identification of new aspects of their development and interaction.

Results and Discussion

Ancient literature represents the literary legacy of the ancient Greeks and Romans, which developed in the Mediterranean region, covering the Balkan and Apennine peninsulas and nearby islands and coasts. The beginning of this literary stage dates back to the 8th century BC, when the first written works of Greek literature appeared (Buivol, 2013). These literary works, written in dialects of Greek and Latin, date back to the first millennium BC and the beginning of the first millennium AD. Ancient literature consists of two main national literary traditions: ancient Greek and ancient Roman. Historically, ancient Greek literature appeared earlier and became the basis for the development of the Roman literary tradition. This cultural region has become the cradle of many outstanding literary traditions that have left an indelible mark on the history of world literature. The geographical location and influence of various civilisations surrounding the Mediterranean Sea have created favourable conditions for the development of a unique literary legacy. These works became the basis for the further development of literature, setting the tone and theme for the next generations of writers and poets. From the early Greek classics to the Roman Golden Age, the literary works of antiquity show evolution and adaptation to changing conditions while retaining the characteristic features of their eras. In the ancient world, all areas of culture, including education, science, literature, and art, flourished substantially. The work of ancient authors, both in science and art, had a humanistic character, putting humans and their physical and spiritual lives at the centre of attention. The literature of this period maintained a close connection with myth, magic, religious cult, and ritual, which were an integral part of its origin and development. Even in the later times of ancient literature, these elements remained prominent, reflecting the ideological features of tribal, polis, and state life.

Features of genre forms and stylistic techniques in ancient Greek literature

In the 8th-6 centuries BC, slave-owning poleis were formed in Ancient Greece – city-states with autonomous administration. Ancient Greek scholars, in particular Aristotle, characterised the absence of such political formations among other peoples as a sign of barbarism and moral underdevelopment. In the leading ancient Greek poleis, such as Athens, a democratic system of government was formed, which became one of the most important achievements of ancient Greek culture. The supreme authority was the people's assembly, in which all citizens participated. This organisation of public life had a substantial impact on the customs, traditions, moral norms, and art of that period. Open discussion of laws at the people's assembly contributed to the desacralisation of social institutions and thinking, forming

freedom of the spirit and the development of critical reflection and rationalism. Competitive and polemical spirit was a key feature of ancient Greek culture. It was manifested in sports competitions, poetry, music and art competitions, gladiator fights, public oratory speeches and philosophical disputes, which stimulated a high assessment of the creative principle in the activity of the individual. The struggle for opinions and freedom of criticism created the ideological and spiritual environment in which ancient Greek science and philosophy developed. The genres of ancient Greek literature, in particular, Plato's dialogues, were deeply rooted in the social structure of their time, reflecting and influencing cultural, religious, and political realities.

Homer, an outstanding ancient Greek poet known for his epic poems "Iliad" and "Odyssey" (Pope, 1899; Tinsley & Widger, 1999), made a substantial contribution to the development of the epic genre in ancient literature. The poems "Iliad" and "Odyssey" are based on mythological plots, in particular, on stories about the Trojan War, which contain both historical and mythological elements. These works are created on the basis of oral translations, which were later literary processed and recorded. Poems appeared in the 8th century BC, reflecting several historical and literary eras, especially the period of maturity of the primitive communal system. Homer's poems demonstrate an epic ideal where the characters embody valour, courage, and loyalty to their tribe and people. The relations between a person, a hero, a tribe, and a people in the works reflect the collective values of the society of that time. Homer's characters are characterised by a combination of folklore and literary features. They show spontaneous realism and individualism, which adds depth to them. The poems have a unique compositional structure and genre features and are distinguished by a rich artistic style, saturated with descriptions, comparisons, and metaphors. They have been translated into many languages, including Slavic, which indicates their importance in world literature. The literature of antiquity was marked by a substantial genre diversity. Greek authors laid the foundations for such genres as epic, tragedy, and comedy, which became canonical in European literature. The works of Sophocles, Euripides, and Aristophanes not only reflect the spiritual and social issues of their time but also continue to influence literary traditions to this day. Greek literature created standards that became guidelines for subsequent generations of writers. The classical period of ancient Greek culture, marked by the flourishing of philosophical thought and literature, is considered to be the golden age of Hellenism. This time is marked by the activities of outstanding philosophers such as Democritus and Socrat and the development of the main literary genres – tragedy and comedy.

Outstanding representatives of the tragedy were Aeschylus and Sophocles. Aeschylus, known as the "father of tragedy", has created deep dramatic works that explore themes of fate, divine intervention, and moral responsibility. Aeschylus is one of the key figures in the history of Greek tragedy, and his works demonstrate a complete, classical form of this genre, which later underwent further improvement. Greatness is one of the main features of Aeschylus tragedies. His works reflect the heroic era of the first half of the 5th century BC when the Greeks fought for their freedom and independence during the Greco-Persian Wars. These events had a substantial impact on the work of Aeschylus, as he was not only a witness but also an active participant in these events. Aeschylus' dramatic works are marked by large-scale conflicts and strong emotional tensions. They reflect the intense struggle not only on the battlefield but also within Athenian society. The victories of democracy were accompanied by conflicts with some traditional institutions,

such as the Areopagus, and these socio-political changes were reflected in its tragedies (Gavrilyuk, 2015). In Aeschylus' works, such conflicts are often expressed through strong passions and moral dilemmas. The work of Aeschylus can be considered as an important stage in the development of Greek literature, especially the genre of tragedy. His plays, such as Oresteia and Prometheus Bound, not only develop storylines and characters but also deeply explore issues of justice, power, and destiny. Aeschylus introduced a second actor to his plays, which substantially increased the dramatic possibilities and allowed creating more complex and dynamic scenes. This innovation became the basis for the further development of the Greek tragedy. Thus, Aeschylus not only laid the foundations of classical tragedy but also substantially influenced the further development of Greek literature. His works became an example for subsequent generations of playwrights, such as Sophocles and Euripides, and left a deep mark on the history of literature. Due to his contribution, Greek tragedy has reached new heights in its development, enriching the cultural legacy of the ancient world.

Sophocles is one of the key figures in the history of Greek tragedy, and his work marks important innovations in the structure of this genre. Sophocles introduced a third actor, which substantially expanded the dramatic possibilities and allowed for more complex dialogue scenes. This step not only enriched the theatrical art but also allowed the unveiling of the psychological depth of the characters, making their images more multifaceted. Some of Sophocles' most notable works are the tragedies "Oedipus Rex" and "Antigone". In these plays, he explores complex issues of human-social interaction, in particular, the conflict between the individual and the state. The tragedy "Antigone" especially clearly illustrates this subject, depicting the main character's struggle for moral correctness against state laws. Antigone becomes a symbol of personal conscience and individual freedom, opposing authoritarian power. One of the main features of Sophocles' poetics is the independence of each tragedy in the trilogy. Unlike his predecessors, Sophocles did not seek to create a single storyline for the entire trilogy, and each of its plays had its own complete structure. This allowed focusing on the inner world of the characters, revealing their emotions and motives in more detail (Gavrilyuk, 2015). Complexity and speed of action are also characteristic features of Sophocles' tragedies. He improved the structure of the action, making it more dynamic and eventful. The introduction of a third actor contributed to an increase in the number of dialogic parts, which allowed for a deeper exploration of conflicts between characters and the development of dramatic tension. Tragic irony is another important feature of Sophocles' works. It consists of using situations in which the characters, trying to avoid their fate, approach a tragic end. This technique allowed the author to emphasise the inevitability of fate and the limited human will, which are the central themes in Sophocles' work. Thus, Sophocles made a substantial contribution to the development of the genre of Greek tragedy, enriching it with new elements and deep philosophical reflections. His innovations in drama, the psychological depth of the characters, and the social importance of the works made him one of the most influential playwrights of antiquity, whose works still continue to be studied.

Euripides, one of the greatest playwrights of Greek tragedy, worked during the crisis of Athenian slave democracy. His work is marked by deep social criticism and emphasis on the internal conflicts of the individual, which reflects the tense atmosphere of society at that time. Euripides focused on free workers as the basis of the polis, contrasting them with the reigning aristocracy. His works were often criticised by traditional folk beliefs, which sets his drama apart from previous authors such as Aeschylus and Sophocles. This criticism was manifested by showing the weaknesses of the gods

and the problematic nature of mythological heroes, calling into question established religious and social norms. The central element of Euripides' tragedies is the conflict between the public and the personal in an individual's life. He explored how these conflicts affect the human psyche and behaviour, offering various solutions to this contradiction. For example, in the tragedy "Medea" Euripides (n.d.), the main character faces personal betrayal and public condemnation, which pushes her to extreme measures. Medea, abandoned by her husband, commits a terrible crime against her own children to get revenge. This work reveals the complexity of human emotions and shows how personal feelings can lead to devastating consequences. "Iphigenia at Aulis" is another important work where Euripides analyses the conflict between personal feelings and social demands. Iphigenia falls victim to political intrigue and military needs when her father, Agamemnon (Aeschylus, n.d.), decides to sacrifice her to the gods to ensure a successful campaign against Troy. This tragedy highlights the drama of a situation where personal sacrifice becomes a necessity to achieve public goals. Euripides has substantially enriched the genre of tragedy by introducing a deeper psychological analysis of the characters and more complex emotional situations. His characters often face moral dilemmas that reflect the real conflicts of society at that time. The playwright also paid special attention to the role of women in his works, giving them strong and multifaceted characters, which was groundbreaking for Greek literature (Gavrilyuk, 2015). Thus, Euripides' work is marked not only by a high artistic level but also by a substantial contribution to the development of the tragedy genre. He expanded the thematic and psychological boundaries of this genre, making it more relevant and insightful. Euripides remains one of the key figures in the history of Greek literature, whose works continue to be explored and influence modern drama.

Tragedy and comedy developed in Ancient Greece had a great influence on Western drama. The works of Aeschylus, Sophocles, and Euripides laid the foundations for the development of the tragic genre, which raises complex moral and philosophical questions. Greek tragedies, with their in-depth analysis of human nature and moral dilemmas, resonate with Shakespearean tragedies such as Hamlet and Macbeth. In the genre of comedy, Aristophanes (2008) stands out, whose plays are marked by sharp satire on the political and social events of their time. Aristophanes, the author of such well-known comedies as Lysistrata Aristophanes and the Knights, used humour to criticise Athenian democracy, war, and social vices. His works are distinguished by vivid characters, bold parodies, and brilliant dialogue. The Aristophanes comedies, which combined satire and social criticism, became the prototype for the Roman comedies by Plautus, which, in turn, influenced the development of European comedy, including Moliere's work in France.

S.W. Larson (2014) emphasises that Aristophanes' plays depict excesses of characteristics that Athenians considered positive, pointing to the corruption of institutions and oratory practices. In addition, S.W. Larson notes that by highlighting flaws in the caricatures, Aristophanes sought to draw public attention to suspicious behaviour and suggest alternative actions to correct public problems. The study also highlights the importance of social and political context for understanding ancient literature, noting the substantial role of Aristophanes in disclosing social flaws through satire. The satirical element in Aristophanes' comedies was not only entertaining in nature but also a means of social criticism aimed at reforming social norms and practices.

The change in social realities in poleis led to the emergence of a new literary genre – lyrics, which differed from epic poems in their focus on the everyday experiences of ordinary residents. Epic works depicting the heroic exploits

of aristocratic warriors did not reflect the feelings and emotions of the majority of the population. Instead, the lyrics became more personal and emotionally intense, appealing to the inner world of a person. The first examples of lyrics appear in the works of such outstanding poets as Archilochos and Sappho (Sappho, n.d.; Archilochos, n.d.). Alcaeus, a contemporary of Sappho, created songs on political and military themes, about love and wine, expressing his personal experiences and aspirations in them. His poetry, full of energy and expression, reflects the complex relationships and passions of the time.

Ancient literature, especially ancient Greek, has made a substantial contribution to the development of poetic forms, many of which have retained their importance. The Greek poet Homer created works in the form of an epic hexameter, a six-stop verse that was performed to the accompaniment of a flute. Lyrical poetry that emerged later got its name from the use of the lyre as a musical instrument to accompany poems. In lyrical poetry, two- or three-syllable feet were used, which gave it a more melodic and rhythmic sound. Archilochos, one of the most prominent representatives of early Greek lyrics, became an innovator in the use of feet such as chorea and iambic. His poetry was characterised by dynamism and sharpness, which allowed expressing not only personal experiences but also social criticism. Special attention should be paid to the work of Sappho from the island of Lesbos, which has become a symbol of Greek lyrics. Her poetry, dedicated to the themes of love and female friendship, was distinguished by intimacy and emotionality. Sappho used complex meters such as the sapphire verse, which became a classic model for lyrical poets. Her works celebrated the culture of Aphrodite, the goddess of love, which gave them a deep symbolic meaning. Thus, ancient Greek lyrics developed due to innovations in poetic forms and the deep content of works. Greek lyrics have also had a substantial impact on the development of this genre in other cultures. The songs and poems of Sappho, Alcaeus, and Archilochos influenced the poetic traditions of Rome and medieval Europe. Horace, a Roman poet, largely imitated Greek lyrics but created his own style that combined Greek aesthetics with Roman cultural characteristics. His works became a model for many generations of poets, including the Renaissance and classicism. Lyrical forms developed in antiquity retained their popularity and influence on the poetry of subsequent centuries, contributing to the development of genres such as sonnet, ode, and elegy.

Prosaic genres in ancient literature appeared much later than poetic ones. This was due to the ease of memorising texts and changes in the public worldview. Prose appeared when the mythological explanation of the world ceased to satisfy society, and there was a need for scientific knowledge. The mythological explanation of the world was emotional and possible for collective perception, while scientific knowledge required individual work and analytical thinking. Prose developed in parallel with the formation of the idea of statehood. In the 4th century BC, society began to strive for unity and systematisation of knowledge. The first prose works were on the border between art and science. Historical and philosophical works, although subject to the laws of artistic creativity, still had a scientific character. For example, the works of Herodotus and Thucydides contained many metaphors, epithets, and comparisons but also presented facts and patterns that are important for understanding historical processes. The Hellenistic period, the beginning of which is traditionally associated with the activities of Alexander III of Macedon, is marked by a substantial renewal of genres, themes, and stylistics in Greek literature. It was a time of radical changes when traditional literary forms gradually lost their relevance, and new genres, in particular, the prose novel, took their place.

Greek literature really played a crucial role in shaping the philosophical and rhetorical genres that left a deep mark on Western

philosophy and literary theory. Plato's dialogues and Aristotle's treatises became fundamental texts that influenced the intellectual tradition of Western Europe. Plato wrote his philosophical works in the form of dialogues. This literary form allowed him to effectively present philosophical ideas through interactive discussions between characters. Plato's dialogues laid the foundation for many philosophical trends. His concepts of idealism, the theory of forms, and the method of dialectics became key to further philosophical research. In the Middle Ages, Plato's works became important for Scholastic thinkers such as Saint Augustine and Thomas Aquinas (Potsyurko, 2014). They integrated platonic ideas into Christian theology, developing the doctrine of divine ideas and the immortality of the soul. During the Renaissance, platonic ideas experienced a new rise due to the work of humanists such as Marsilio Ficino. They reinterpreted ancient concepts in the context of Renaissance humanism, emphasising the importance of individuality and intellectual development. Aristotle, a student of Plato, developed numerous treatises that systematised knowledge in various fields: logic, metaphysics, ethics, politics, rhetoric, and poetics. His approach was more empirical and systematic compared to platonic idealism. Aristotle, in his poetry, first defined the foundations of drama, analysing the structure of tragedy, the concept of catharsis, mimesis, and other literary elements. His works influenced the theory and practice of theatrical art from antiquity to the present. In his treatise "Rhetoric", Aristotle systematised the principles of rhetorical art, considering the means of persuasion (ethos, logos, pathos) and the structure of argumentation. This became the basis for teaching rhetoric at ancient, medieval, and Renaissance universities. During the medieval period, Aristotle's works were adapted by Scholastics, such as Thomas Aquinas, who integrated his logic and metaphysics into Christian teaching. Aristotle's philosophy became the basis for the development of theology and natural science in the Western tradition, and his treatises on nature, biology, and physics became the starting point for the research of scholars such as Leonardo da Vinci and Galileo Galilei.

One of the vital features of this period was the decline in the cultural hegemony of Athens, which was previously the centre of intellectual life. The process of updating genres in Greek literature of this period took place against the background of changes in social and political life. The emergence of many new states and cities, which were often multinational, required the adaptation of literary forms to new conditions. The prose novel that emerged during this period was a reflection of these changes. It allowed for the disclosure of complex plots, multi-layered characters, and social conflicts that were impossible in traditional epic or lyrical forms. The change in the cultural landscape contributed to the emergence of new literary forms that reflected the zeitgeist and new social needs. The mixture of cultures and languages, which is typical of the Hellenistic period, contributed to the development of polyphony in literature. There was an enrichment of literary genres through interaction with various cultural traditions, which led to the emergence of works that could meet the aesthetic needs of a wide audience.

Evolution of genre structures and literary techniques in Latin literature

Roman literature, developed under the substantial influence of the Greeks, brought new genre forms and shades. The poetic works of Virgil, Horace, and Ovid continued Greek traditions, adding new elements that corresponded to Roman cultural and political realities. Horace noted that "harsh and proud Rome in the struggle for world domination bowed its head before the great Greek culture". This quote highlights the Romans' recognition of Greece's cultural superiority and their willingness to accept and adapt the Greek legacy for their own

needs. This process was not just mechanical borrowing but a creative reinterpretation that enriched Roman culture. In the context of ancient literature, the Romans borrowed many aspects of Greek literature, including genres, stylistics, themes, and even mythological subjects. For example, Roman poets such as Virgil and Horace imitated Greek predecessors, particularly Homer. Virgil's "Aeneid" directly imitates the style and structure of Homer's epics but introduces Roman elements that reflect Roman identity and political ideology (Virgil, n.d.). Roman comedy also greatly influenced Greek drama. For example, Plautus' comedies, such as Maillinaria and Amphitryon, show the influence of the Greek new comedy of Menander, but with Roman social and cultural accents. Plautus used bright Roman humour and juicy Latin, which made his works unique and accessible to a Roman audience. In addition, Horace combined Greek poetic forms with Roman themes in his Odes and Epistles, creating a new synthesis of culture. His works demonstrate how Roman authors not only imitated Greek models but also developed them, adding their own elements and introducing innovative approaches. Borrowing from Eastern culture also played a substantial role in shaping Roman literature. For example, Seneca's philosophical writings demonstrate the influence of stoicism, which came from the Greek School of philosophy but simultaneously included Roman values and ethics. This contributed to the formation of a unique Roman philosophical tradition. Roman literature, enriched with Greek and oriental elements, became the foundation for the further development of Western literature. Roman authors had a substantial influence on the European literary tradition, especially during the Renaissance when their works were revived and reinterpreted by Humanists.

Several important stages occurred during the formation of Roman literature, each of which played an essential role in the formation of Roman cultural identity. The first of these stages, the Republic period, ends during the civil wars. This period is extremely important for understanding the initial stages of the development of Roman literature because it was at this time that the foundations of genres and literary traditions were laid, which later determined the further development of the literary process in Rome. Among the first tragic poets, Livius Andronicus, Naevius, and Ennius should be mentioned. Livius Andronicus, Greek in origin, is considered the founder of Roman tragedy. He adapted Greek dramas for the Roman stage, making them more accessible to Roman audiences. Naevius and Ennius continued this tradition by introducing their own innovations and expanding the themes of tragedies. Pacuvius, a representative of the later period, added new forms and approaches to the genre, which made the Roman tragedy more distinctive and different from its Greek prototype. The comedy genre is also undergoing substantial development at this time. Plautus created numerous comedies that were distinguished by bright Roman humour and saturated Latin. His works, such as Amphitryon and Maillinaria, reflect the social and everyday realities of Roman society while imitating Greek models. Epic poetry also found its place in the literary canon of the Republican period. Livius Andronicus and Naevius were among the first authors to turn to the epic. Livius Andronicus translated Homer's Odyssey into Latin, an important step in introducing the Romans to the Greek literary legacy. Naevius wrote the Bellum Punicum epic, dedicated to the Punic Wars, reflecting the heroism and military exploits of the Romans. Ennius, the author of the epic work "Annales", substantially expanded the theme and scope of the Roman epic, combining historical events with mythological plots.

The satire genre also developed during the Republican period, gaining popularity thanks to Lucilius. Lucilius created the satire as a small incriminating work that criticised social vices and human shortcomings. His satire was sharp

and witty, reflecting the political and social realities of the time. Lucilius laid the foundations for the further development of satire in Roman literature, influencing authors such as Horace and Juvenal (Smart, 2004). Historiography also began to gain momentum during this period. Marcus Porcius Cato was one of the first Roman historians to write Origines, the first history of Rome in Latin. Cato sought to preserve and pass on to the next generations the historical memory of Rome's past, focusing on substantial events and figures. His works not only laid the foundations of Roman historiography but also influenced the further development of historical thought in Rome. Thus, the period of the Republic became the time of formation and formation of the main genres of Roman literature. These genres, adapted from Greek samples and enriched with Roman elements, became the foundation for the further development of the Roman literary tradition. Tragedy, comedy, epic, satire, and historiography – all these genres have found their place in Roman culture, contributing to its richness and diversity.

The next key stage in the development of Roman literature was the so-called "golden age", which occurred during Emperor Augustus's reign. At this time, a variety of prose genres flourished, in particular, public speaking, historical, and scientific prose. The development of oratorical prose in the "golden age" of Roman literature is most clearly represented by the work of Cicero. Cicero was an outstanding speaker, philosopher, and politician who wrote numerous speeches, treatises, and letters. His oratorical skills influenced the development of rhetoric not only in Rome but throughout Western Europe. Cicero used his speeches for political purposes, defending the interests of the Republic and criticising his political opponents. His works, such as "De Officiis" and "De Oratore", became classic examples of Roman rhetoric. The poetry of the "golden age" of Roman literature also reached its peak, represented by the work of numerous outstanding poets. Catullus, one of the most famous representatives of the Neoterics, brought a new style to Roman poetry, marked by intimacy and personal themes (Lee, 2008). His poems are characterised by elegance, grace, and emotional depth. Tibullus, Propertius, and Ovid developed the elegy genre, addressing themes of love, nature, and personal experiences. Their works are noted for their lyricism and emotionality, in particular, Ovid in his "Metamorphoses" and "Amores" impresses with a wealth of imagination and poetic skill.

Virgil created a work that became the basis for the national epic of Rome. His poem, which tells about the travels of Aeneas, the founder of the Roman people, is marked by high style and patriotic pathos. Virgil masterfully combined Homeric tradition with Roman ideals, creating a masterpiece that became a model for subsequent generations. The work of Horace, a Roman poet of the Augustus era, is an outstanding example of small lyrical genres. His literary legacy includes various forms: satires, odes, epods, and epistles. Almost all of his works have come down to the present, including two books of satires, one book of epods, four books of odes, the Jubilee Hymn, and two books of epistles. Horace's "Odes" has become a classic example of Latin lyrics, where the poet celebrates the beauty of nature, friendship, love, and life's joys. His poetry is marked by a deep sense and refined aesthetic, which makes it substantial in the context of Roman literature. Horace, in his odes, masterfully combines personal experiences with mythological and historical motifs, creating a holistic image of an artistic chronotype. Horace's satires, which also occupy a substantial place in his work, are marked by sharp social criticism. He used the satirical form to ridicule the moral and social vices of his time while demonstrating his sharp mind and subtle humour. The epods, or "lyrical poems" that are part of one of his books, also showcase a variety of themes and motivations, from personal reflections to social commentary. This form

allowed Horace to experiment with poetic structure and content, which contributed to his reputation as an innovator in Roman poetry. Thus, Horace's work is multi-faceted and deep, marked by the skilful use of various lyrical genres.

Ovid, an outstanding poet of the "golden age" of Roman literature, gained fame for his elegies and mythological poems. His work "Metamorphoses" is a large-scale epic canvas that covers mythological subjects from the creation of the world to the deification of Caesar. This poem, laid out in hexameter and divided into 15 books, includes more than 200 mythological stories that Ovid masterfully intertwines, creating vivid images and touching narratives. One of Ovid's most important contributions to Roman literature is his innovative approach to the elegy genre. He introduced a new tone in it, which included irony, giving the Elegy a rhetorical expressiveness. Ovid's Metamorphoses are marked by a variety of themes, as the poet uses myths and legends to explore human emotions and relationships. He uses a variety of rhetorical techniques and poetic means, which makes his works not only rich in content but also stylistically perfect. His influence on the further development of Roman literature and the European literary tradition as a whole is undeniable, as his innovative approach to poetic form and content opened up new horizons for future generations of writers.

Thus, the "golden age" of Roman literature became a period of exceptional flourishing of various genres, each of which underwent substantial development and reached a high level of skill. This period not only laid the foundation for the further development of Roman literature but also substantially influenced the literary traditions of Western Europe, becoming a source of inspiration for many generations of writers and poets. The silver age of Roman literature is characterised by the development and diversity of epic genres. During this period, historical epics became popular, in particular, Lucian's works, which focus on historical events and personalities, giving them an epic scale. The didactic epic presented by Manilius is marked by the desire to convey knowledge and teach the reader through a poetic form (Volk, 2002). This genre combines poetic style with scientific or philosophical themes, often explaining natural phenomena or human behaviour. An important phenomenon in the literature of this period is the development of tragedy, especially due to Seneca, who made a substantial contribution to Roman drama. His tragedies are marked by deep psychologism and philosophical reflections on human nature and fate. The novel, as a new literary genre, is represented by authors such as Petronius and Apuleius, who have created works that combine fantasy, satire, and realistic descriptions of everyday life.

The period of decline of Roman literature began after the death of Emperor Trajan and lasted until the fall of the Roman Empire. This time was characterised by a decline in political stability and the gradual collapse of Roman society, which could not but affect the literary process. The poetry of this period is marked by the work of authors such as Ausonius and Claudian, whose works show a combination of classical forms with new themes and motifs that reflect changing social realities. The epic continues to develop, in particular, in the work of Rutilius Claudius Namatianus, who is known for his poems that combine historical and personal elements, creating a unique literary style. Oratorical prose is represented by authors such as Symmachus, who used his skills to influence political processes and protect the interests of the Roman aristocracy. The philosophical thought of this period is marked by the works of Ammianus and Boethius, who tried to understand the changes taking place in society and find answers to complex moral and ethical questions.

Thus, the development of Roman literature took place through several key stages, each of which made its own unique contribution to the formation of the literary tradition. From the Republic period to late antiquity, Roman

literature evolved, enriched with new genres, themes, and styles that reflected changes in Rome's social and cultural life.

Synergetic influence of ancient Greek and Latin literatures on the formation of literary traditions

Ancient Greek and Roman literatures are closely intertwined with other areas of the intellectual and cultural life of the ancient world. This is due to the harmonious combination of various forms of spiritual activity of a person within the framework of a single worldview of antiquity. Greek literature shows an indissoluble connection with the religious beliefs and mythological ideas of the ancient Greeks. The works of Homer and ancient Greek playwrights reflect the pantheon of Olympian gods, and oratory in Athens was closely associated with judicial rhetoric and political discussions. Similar trends are observed in Roman literature. The works of Virgil, Horace, Ovid uncover religious and mythological motifs. Therewith, Cicero's oratorical prose is combined with philosophical reflections on morality, ethics, and politics.

Thus, Homer's epic not only entertained but also served an educational function, conveying knowledge about history, culture, and moral values. The Greek tragedy, represented by the works of Aeschylus, Sophocles, and Euripides, reflected deep religious and philosophical questions, considering the fate of man in a world ruled by the gods. These works entertained and also served as a means for public discussion of moral and political issues. The Aristophanes comedy, on the other hand, used humour and satire to criticise the political and social institutions of its time. His works often ridiculed famous politicians, philosophers, and social phenomena, which made them not only entertaining but also influential in shaping public opinion. After a period of classical flourishing, ancient literature began to gradually become a part of leisure activities. In late antiquity, literary works increasingly acquired an entertaining character, although their connection with religion, philosophy, and morality remained substantial.

Ancient literature had a substantial impact on the development of Christian literature. Cultural exchange between Greece and Rome contributed to the formation of a rich literary legacy, which became the basis for further literary transformations. Greek and Roman literary traditions were not only preserved but also integrated into new religious contexts, creating unique forms of Christian literature. This fusion of cultural traditions with new religious ideas became an important factor in the development of medieval literature. Saint Augustine played a critical role in this process. His works, such as Confessions and The City of God, are examples of combining classical genre forms with Christian themes. Saint Augustine used rhetorical techniques borrowed from ancient literature to express his religious ideas, which demonstrates the profound influence of ancient culture on his work. His works became the basis for the further development of Christian literature, in particular, medieval scholasticism.

However, along with the adaptation of classical forms, Christian literature has undergone substantial changes. With the development of medieval literature, its social importance decreased, and literature increasingly became a means of entertainment. This is reflected in the growing popularity of everyday and entertainment themes in all genres of literature, including epic, lyric, and drama. This development of literature was reflected in the works of medieval authors, who often turned to everyday life and used literature as a means of entertainment. Greek literature demonstrated the evolution of genres that reflected the social and political changes of society at that time. In the classical period, philosophy and literature were closely related, as evidenced by the works of philosophers such as Plato and Aristotle. Aristotle, in his treatises "Poetics" and "Rhetoric",

classified the main literary genera and genres that were of fundamental importance for the further development of literary studies. This classification remains relevant today, serving as the basis for modern literary research. Greek lyrics, represented by the works of poets such as Sappho and Archilochos, addressed individual experiences that were different from epic poems that described heroic deeds. This shift in the focus of literary works reflected a change in public priorities and interests.

It was identified that Greek and Roman literatures had close ties, which was manifested in borrowing and adapting genre forms. Roman literature, which developed under the substantial influence of Greece, also introduced important innovations and developed new genres. One such genre was a comedy developed by Plautus, which was marked by bright Roman humour and rich and expressive Latin. Plautus created the first national Roman comedies that reflected the daily life of the Romans and had a substantial impact on the further development of the theatre. Another important contribution to Roman literature was the satire genre initiated by Lucilius. Satire, as a small revealing work, became a means of criticising social vices and political shortcomings, which later influenced the European literary tradition. Another important genre of Roman literature was satire, founded by Lucilius. Lucilius created the genre of satire as a small incriminating work directed against social vices and defects. His satires, written in hexameter, combined sharp criticism and humour. Lucilius influenced the further development of satire, particularly the work of authors such as Horace and Juvenal (Juvenal, 2011). This genre inspired later authors, such as Jonathan Swift, to create satirical works that ridiculed social vices.

Ancient literature, divided into Greek and Roman stages, had a substantial impact on the development of literary genres in different cultures. An important aspect of ancient literature is its close connection with philosophy and science. Aristotle's philosophical works, such as Poetics and Rhetoric, not only classified literary genera and genres but also laid the foundations for the further development of literary studies. Aristotle, for example, in his "Poetics", systematised genres into epic, lyrics, and drama, which influenced theoretical approaches to literary creativity. Its classification remains relevant today, serving as the basis for further literature research. The influence of ancient literature is manifested not only in literary works but also in the broad sense of the term "literature". In the ancient world, literature covered all forms of writing, including history, philosophy, and various sciences, which is much broader than the modern understanding of the term. For example, the historical works of Herodotus and Thucydides not only documented events but also used literary techniques such as descriptions, dialogues, and motif analysis, which increased their aesthetic value (Kalantaevska, 2017). The genres of antiquity can be depicted graphically as follows (Table 1).

Table 1. *Main genres of Greek and Roman literature*

Genre	Brief description	Representatives
Epic	A long heroic work describing the adventures of heroes and gods	Homer, Virgil
Lyrics	Poetic works that express personal feelings and emotions	Sappho, Alcaeus, Archilochos, Catullus, Tibullus, Propertius
Drama	Theatrical works that involve performing on stage	Sophocles, Euripides, Aeschylus, Aristophanes
Tragedy	A genre of drama depicting serious, often fatal conflicts	Sophocles, Euripides, Aeschylus

Table 2. Continued

Genre	Brief description	Representatives
Comedy	A genre of drama that ridicules human shortcomings and situations	Aristophanes
Philosophical prose	Works that discuss philosophical issues	Plato, Cicero, Seneca, Aristotle
Public speaking	Speeches aimed at convincing listeners	Cicero, Demosthenes
Satire	Humorous works that criticise social vices and shortcomings	Lucilius, Juvenal, Horace
Elegy	Poetic works that express sadness or melancholy	Tibullus, Ovid
Epigram	A short poem with a sharp, often satirical meaning	Martial
Didactic epic	Poetic works that teach or explain certain knowledge	Lucretius, Manilius
Pastoral poetry	Poetic works depicting idealised rural life	Virgil
Prose novels	Narrative works in prose that often have an adventure or love character.	Apuleius, Petronius
Lyrical drama	A combination of dramatic structure and lyrical elements	Euripides
Hymns	Poetic works in honour of gods, heroes, or outstanding events	Homer, Callimachus
Parody	Works that imitate and ridicule other literary genres or works	Aristophanes
Historical prose	Descriptions of historical events	Herodotus, Thucydides, Cato

Source: *compiled by the author*

Despite the unity of ancient culture, each stage has its own unique features, which substantially influenced various aspects of the world literary tradition. The Roman stage was more influential on political, religious thinking, philosophical and legal views, and the literature and art of Western Europe. On the contrary, the cultural tradition of Eastern Europe, including Ukraine, was more influenced by Greek literature through the mediation of Byzantium. Greek literature, which laid the foundations of many literary genres, substantially influenced the formation of the world's literary legacy. Homer's epics, such as "Iliad" and "Odyssey", became a model for epic works in different cultures. For example, Virgil, a Roman poet, created his "Aeneid" by imitating Greek patterns but adapting them to the Roman context and ideology. Virgil used the structure and themes of Greek epics to glorify Roman greatness and heroism, which became the basis of the Roman national epic. This influence can be traced in works of medieval literature, such as "Divine Comedy" by Dante Alighieri, where structural elements and heroic content echo ancient epics (Kozlyk, 2020).

According to A. Snizhko (2023), in both Greek and Roman literature, both cultures grew up in similar socio-historical settings, which influenced their literary traditions. This is also confirmed by this study, which examines the influence of socio-political conditions on the formation of literary genres. Both literatures focus on human earthly needs, reflecting their practicality and realism. The study also notes that Greek and Roman literary genres reflect real events and problems in society. In addition, A. Snizhko highlights specific features of Roman literature, such as the late beginning of development and the use of ready-made results of Greek literature to create its own mature literature. This study also indicates that Roman literature often adapted and reinterpreted Greek models, but the author also examines in detail the unique aspects of Roman literature, such as the development of specific genres (satire, epigram, fable). Comparing the conclusions of T. Luchuk (2011) with the results of the study, an important general aspect can be noted. T. Luchuk emphasises avoiding the dualistic juxtaposition of literature and society,

the individual and society, elite culture and folk culture, as well as the creation and perception of cultural texts. This is consistent with the focus of the study on the importance of socio-historical context in the analysis of literary works. Ultimately, the study confirms that ancient literature was formed under the influence of the socio-political conditions of its time, and the relationship of literary genres with social realities and ideas is an important component of the analysis of ancient texts.

Comparing the paper of N. Vladimirova (2024) with the study conducted identifies several key aspects that complement and refine the understanding of the influence of Greek theatre on the development of the theatrical culture of Ancient Rome. N. Vladimirova emphasises the importance of Greek theatre for the Romans, stressing that after a series of victorious Wars, The Romans not only encountered Hellenistic culture but also actively integrated it into their social life, including science, philosophy, and theatre. An important aspect that the author focuses on is the difference in the religious meanings of the theatre between Greece and Rome. In Greece, theatrical performances had deeply religious roots and were an organic part of the cult, while in Rome, theatre was initially more secular in nature. Roman performances were intended to entertain wealthy citizens, the authorities, and the free population, not for religious ceremonies. This indicates substantial cultural differences in the perception and functioning of theatre in both civilisations. The study adds a broader perspective to this picture, considering not only the influence of Greek theatre but also the development of Roman drama in the context of general literary and cultural evolution. The contributions of Roman playwrights such as Plautus and Seneca, who adapted Greek models to Roman conditions, creating unique works that reflected Roman society and its values, were analysed. That is, both studies emphasise the importance of Greek influence on Roman theatre culture but highlight different aspects of this influence.

Thus, the study confirms the importance of ancient literary genres for the further development of world literature. Greek and Roman genres not only reflected the social and political realities of their time but also laid the foundations for further literary traditions. The influence of philosophical and rhetorical works on literary theory underscores the importance of integrating literature with other scientific disciplines. The results are consistent with many previous studies but also open up new perspectives for further research in this area.

Conclusions

The examination of literary genres in classical Greek and Latin literature revealed key similarities and differences between the two cultures and also showed how the cultural exchange between Greece and Rome influenced the development of literary creativity in antiquity. The main goal of the study was to review the evolution of genres, their specific features and relationships, which allowed gaining a new understanding of the literary processes of antiquity. Ancient literature, developing in close connection with philosophy and science, laid the foundations for many genres and literary forms. Its influence is still felt today, remaining the foundation for literary theory and practice. Authors of antiquity, from Homer to Aristotle, from Plautus to Lucretius, have created a rich literary legacy that continues to inspire and influence modern literature.

The study also identified some limitations, in particular, difficulties in translating ancient texts, which can cause variations in the interpretation and understanding of the original content. Due to the large volume of literary works of antiquity, the study focused mainly on key authors and works, which may leave lesser-known authors or texts out of sight, although they may also have had a substantial impact on the development of literary genres. Several

areas are promising to further deepen research and fill in the existing gaps in the examination of genres of classical literature. Interdisciplinary approaches involving the methods of history, philosophy, cultural studies, and linguistics can help draw new conclusions in the analysis of literary genres through different approaches to problem research. The analysis of lesser-known authors and works will expand our understanding of the diversity of genre forms and literary creativity of antiquity. These approaches will contribute to a deeper understanding of the literary processes of antiquity and their role in the historical context, opening up new perspectives for further research in this area.

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Conflict of Interest

The author of this study declares no conflict of interest.

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Літературні жанри у класичній грецькій та латинській літературі

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Анотація. Метою дослідження було поглиблене вивчення різноманіття жанрових форм у класичній грецькій та латинській літературах та аналіз впливу культурних, соціальних та політичних реалій на ці жанри. Дослідження охоплює аналіз основних літературних жанрів, таких як епос, трагедія, комедія, лірика, сатира та елегія, з особливим акцентом на вплив грецьких зразків на розвиток латинської літератури. У ході дослідження проаналізовано твори таких видатних авторів, як Гомер, Есхіл, Софокл, Евріпід, Віргілій, Горацій та інших канонічних творців античної літератури. Отримані результати показують унікальні риси кожного жанру та їхню еволюцію під впливом історичних та соціальних змін. Зокрема, виявлено, що грецькі трагедії та комедії мали значний вплив на формування римської драми, тоді як римські поети, такі як Віргілій та Горацій, розвинули жанри епосу та лірики, враховуючи грецькі традиції, але створюючи при цьому власні унікальні твори. Висновки дослідження підкреслюють важливість культурного обміну між Грецією та Римом, який сприяв формуванню багатого літературного спадку, що вплинув на подальший розвиток світової літератури. Отримані результати також вказують на те, що взаємодія між різними жанрами у грецькій та латинській літературах відбувалася у відповідь на зміни в суспільстві та політичних умовах, що сприяло їхньому динамічному розвитку та адаптації до нових реалій. Це дослідження робить внесок у розуміння специфіки жанрових форм античної літератури та їхньої ролі в історичному контексті, відкриваючи нові перспективи для подальших досліджень

Ключові слова: античність; епос; драма; лірика; сатира; елегія

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The impact of Russian cultural suppression on Ukrainian national unity

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Abstract. The relevance of this research is driven by the ongoing Russian-Ukrainian war and Russia's centuries-long attempts to destroy Ukrainian national identity through political, military and cultural mechanisms. The aim of the study was to analyse the historical and contemporary manifestations of Russian cultural suppression and its impact on Ukraine's national unity. The research reveals that the key mechanisms of Russian cultural suppression include language policy, religious control and the falsification of historical narratives. Russian efforts to impose the dominance of the Russian language, particularly during the Soviet period, were aimed at weakening Ukrainian identity. The research identifies key Russian tactics, including restrictive language policies, manipulation of religious institutions and the distortion of history, all intended to weaken Ukrainian identity. However, rather than achieving these goals, the Ukrainian language has emerged as a powerful symbol of resistance and resilience. The paper also highlights the role of the Russian Orthodox Church in shaping Ukraine's religious dynamics to Russia's advantage, as well as the ongoing falsification of Ukrainian history, depicting Ukraine as "Little Russia." The findings suggest that, in the face of external threats, Ukraine's cultural resilience has not only endured but also contributed to the strengthening of national unity. Efforts to restore historical accuracy and promote a more robust national consciousness have been pivotal in resisting Russian influence. These insights are significant for academics, educators and policymakers working to safeguard and promote Ukrainian identity in the context of ongoing geopolitical challenges

Keywords: ccultural resistance; language policies; Ukrainian identity; intercultural communication; cross-cultural communication

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Introduction

The cultural landscape of Eastern Europe has been shaped by centuries of shifting borders, ideologies and identities; among the most complex relationships is that between Russia and Ukraine. Historically, Russia has sought to exert control over Ukraine and other neighbouring states through a variety of means, not only military and political but also cultural suppression. The efforts to weaken Ukrainian culture have had profound implications for the nation's sense of unity and its ongoing struggle for sovereignty, which is why understanding the impact of Russian cultural suppression on Ukrainian national unity is crucial as Ukraine navigates its path toward self-determination and European integration. Moreover, the historical context is also relevant today, as the ongoing war between Russia and Ukraine underscores the enduring influence of cultural suppression in shaping national identity and resistance, making the preservation and promotion of Ukrainian culture not just a matter of heritage but of survival and geopolitical significance.

As set out above, the cultural dynamics between Russia and Ukraine have been deeply influenced by historical narratives and state policies, which is widely discussed in the academic literature. Thus, B.A. Düben (2020) critiques the Kremlin's interpretation of Ukrainian history, arguing that it aims to delegitimise Ukrainian sovereignty by framing the nation as a historical extension of Russia. He highlights the significance of historical manipulation in shaping public perception, emphasising the need for grassroots resistance against these narratives. This aligns with V. Feklyunina (2016) exploration of Russia's soft power strategies, which aim to foster cultural ties through the concept of the "Russian world". Both authors emphasise the impact of cultural diplomacy in asserting Russian dominance, yet V. Feklyunina also points to the resilience of Ukrainian identity, revealing a dual narrative of suppression and resistance. Following these research results, it is further found in L. Gao (2024) and A. Wylegala & M. Głowacka-Grajper (2020) that Russian cultural suppression in Ukraine has been persistent, spanning multiple eras and regimes, from the Russian Empire to the Soviet Union and into modern Russia.

Consequently, J.A. Green *et al*. (2022) provide a different perspective by situating cultural suppression within the broader context of international law and military aggression. Their analysis illustrates how Russia's actions are not only cultural but also legal violations, indicating a multi-faceted approach to undermining Ukrainian sovereignty. This legal framework contrasts with M. Hunder & C. Humphries' (2022) focus on religious dynamics, specifically the split between the Ukrainian Orthodox Church and its Russian counterpart. Their study illustrates how this schism represents a significant cultural and spiritual shift, further complicating Russia's cultural influence in Ukraine.

The described aspect reflects a cultural shift away from Russian influence, echoing V. Feklyunina (2016) findings on resistance to soft power initiatives. Although L.N. Leustean & V. Samokhvalov (2019) delve into the intersection of religion and national identity, emphasising the role of the Ukrainian National Church in countering Russian cultural narratives, their analysis complements M. Hunder & C. Humphries' (2022) research. Taken together, these studies underscore the necessity for further research on the implications of religious identity for broader cultural resilience.

It should be noted that much earlier studies of S. Plokhy (2017) and O. Subtelny (2009), alongside the findings by A. Wilson (2022), provide comprehensive historical overviews, situating contemporary issues within a long-term narrative of Ukrainian identity formation. While they focus more on historical context, their insights into the ongoing struggle for

national identity resonate with the contemporary analyses mentioned above. The studied sources collectively depict a complex interplay of cultural suppression and resistance. They reveal how Russian strategies have evolved over time, yet they also highlight significant gaps in understanding the nuanced responses of Ukrainian society. This underscores the need for further to explore the intersections of history, culture and identity in the face of ongoing external pressures. Therefore, this study aimed to explore the historical patterns and contemporary manifestations of cultural suppression and how they have influenced Ukrainian national identity, defining the following objectives:

- to investigate the historical patterns and impact of Russian cultural suppression in Ukraine, with a focus on language policies, religious control and the marginalisation of Ukrainian history and collective identity;
- to explore the role of Ukrainian cultural resistance in countering Russian suppression, identifying the strategies and movements that have emerged to preserve and promote Ukrainian identity; and
- to assess the broader implications of these findings for understanding cultural suppression and national unity, considering the impact on policy and multiculturalism-c entered educational efforts aimed at reinforcing Ukrainian identity.

Literature Review

To meet the above objectives and understand the impact of Russian cultural suppression on Ukrainian national unity, it is necessary to build a solid theoretical foundation that encompasses concepts of nationalism, cultural hegemony and identity formation. Several key theoretical frameworks guide this study, providing a structured lens through which to analyse the dynamics of cultural suppression and national unity. The concept of imagined communities, as proposed by B. Anderson (2006), suggests that a nation is a socially constructed community, often bound by a common language, history and culture. This theory provides a useful framework for the present research and helps examine how Russian cultural suppression attempts to disrupt the Russian shared narratives and weaken the imagined community of Ukraine. Russian efforts to enforce cultural hegemony challenge the cohesion of Ukrainian society, making B. Anderson's theory pivotal in understanding the effects on national unity.

Regarding cultural hegemony and domination (Vike, 2011; Gramsci, 2020) and social identity theory (Tajfel & Turner, 2004; Hogg, 2016), A. Gramsci's theory of cultural hegemony is instrumental in explaining how dominant groups maintain control by influencing cultural and ideological systems, and social identity theory explores how individuals derive a sense of identity from their group affiliations. Russian cultural suppression can be seen as an attempt to establish hegemony, promoting Russian language, religion and historical narratives to assert dominance over Ukrainian culture. A. Gramsci's concept of hegemony helps to contextualise the methods used by Russia to control cultural discourse and marginalise Ukrainian identity whereas social identity theory is relevant when discussing Ukrainian national unity, as it highlights the significance of cultural markers – such as language, traditions and religious practices – in fostering a sense of belonging. Russian cultural suppression's impact on these markers can lead to a diminished social identity among Ukrainians, affecting the broader sense of national unity.

Next, postcolonial theory examines how colonial powers exert cultural dominance over subjugated nations, shaping their identities and histories (Said, 1979). This perspective is particularly relevant in the context of Russian-Ukrainian relations, where Russia's efforts to control Ukrainian culture resemble colonial practices. Postcolonial theory offers insights into how cultural suppression can perpetuate a colonial mindset, affecting the self-perception

and resistance of the suppressed group. With theories on collective memory (Halbwachs, 1992; Wertsch & Roediger, 2008), it is crucial to explore how societies remember and construct their histories. In the context of Russian cultural suppression, the manipulation of collective memory through the rewriting of history and censorship is a critical tactic used to undermine Ukrainian identity. Understanding how collective memory is shaped and preserved provides a basis for examining the resilience of Ukrainian cultural identity in the face of suppression. By grounding the study in these theoretical foundations, the research examines the complex dynamics of Russian cultural suppression and its impact on Ukrainian national unity. These frameworks offer a multi-dimensional view of cultural control, resistance and the ongoing struggle for national identity in a context where cultural hegemony and historical narratives are powerful tools for shaping collective consciousness.

Materials and Methods

To examine the impact of Russian cultural suppression on Ukrainian national unity, this study employed a literature review as the core method and a case study approach to illustrate specific instances of cultural suppression and the resistance efforts within Ukraine. The literature review involved analysing key academic sources, including dictionaries, and prior research on Russian cultural suppression and Ukrainian identity. Utilising methods such as analysis, synthesis, generalisation and systematisation, the study evaluated scientific literature on the topic. Sources were identified through databases and libraries, focusing on such keywords as "Russian cultural suppression", "Ukrainian identity", "the Orthodox Church in Ukraine" and "language policies". Besides dictionary samplings for the purpose of linguistic analysis, the selected literature included works that explored various aspects of the topic such as V. Feklyunina's (2016) exploration of soft power dynamics and B.A. Düben's (2020) analysis of Kremlin narratives, the literature review established a solid foundation for understanding the tactics used by Russia to undermine Ukrainian culture and their effects on national unity.

This process allowed the study to identify patterns of suppression across different periods and contexts, providing a framework for assessing the long-term impact of these actions on Ukrainian unity. The case studies focused on significant events and historical periods such as the imposition of the Russian language during the Soviet era, the Orthodox Church's role in promoting Russian interests and contemporary attempts to rewrite Ukrainian history. These cases helped uncover the diverse tactics employed by Russia to suppress Ukrainian culture and highlighted the resilience of Ukrainians in resisting these efforts. Ultimately, the integration of these methodological components synthesised existing research and explored specific examples, offering a nuanced understanding of the ongoing challenges faced by Ukraine and the strategies used to maintain its cultural identity and national cohesion.

Results

The results of this study revealed a complex and deliberate strategy employed by Russia to suppress Ukrainian culture in general (Subtelny, 2009; Plokhy, 2017), with a particular focus on language as a means of control (Chayinska *et al*., 2022; Chaika *et al*., 2024). Historically, Russian authorities used language policies to enforce Russification, aiming to weaken Ukrainian identity and foster loyalty to Russian rule (Gao, 2024). These efforts spanned several centuries and intensified during the Soviet era, where the Ukrainian language was marginalised in favour of Russian. Moreover, "The Russian language retained its leading position in industry, tourism, sports, popular music and other domains as well as establishing itself as the main language of new important uses such as business, the internet and others"

(Kulyk, 2014, p. 124). The consequences of these policies were profound, leading to a significant decline in the use of Ukrainian in education, administration and public life (Table 1).

Table 1. *Overview of Russification policies in Ukraine and their impact*

Period	Russification policy	Goals of the policy	Consequences for Ukrainian language and culture
Early 19th century (1800s)	Ban on Ukrainian language publications (Valuev Circular, 1863)	Suppress Ukrainian language in education and literature	Limited development of Ukrainian literature and schooling; forced use of Russian in public life
Late 19th century (1876)	Ems Ukaz (Decree)	Prohibit Ukrainian in print and performance	Banned use of Ukrainian in theatre, schools, and publications, stifling cultural expression
Early Soviet era (1920s)	Policy of Indigenisation (Ukrainisation)	Temporary promotion of local languages to gain support	Growth of Ukrainian language in education and media, but short-lived due to later repression
Stalinist era (1930s-1940s)	Reversal of Ukrainisation; Mass repressions	Enforce Russian as the dominant language	Ukrainian intellectuals were persecuted, Ukrainian replaced by Russian in schools and governance
Post-WWII Soviet period	Promotion of Russian as the "language of friendship" (1950s-1980s)	Create a unified Soviet identity centred on Russian culture	Ukrainian language use declined in favour of Russian in media, government and higher education
Soviet dissolution (1991)	Collapse of the USSR	Break from Russian dominance	Ukrainian declared the official state language, beginning of derussification efforts
Post-Independence (1991-present)	Ukrainian language reforms, including the 2019 language law	Promote Ukrainian as the official language in all spheres	Revival of Ukrainian language in education, media and public life; resistance to Russian influence

Source: *author's development*

As displayed in the above table, since Ukraine's independence, significant reforms have been introduced to reverse these effects, including policies aimed at promoting the Ukrainian language and undoing the legacy of Russification (Kulyk, 2014; Chayinska *et al.*, 2022). Thus, the relevant reforms when introduced aimed to reverse the effects of Russification and promote the Ukrainian language. Some of these include the below:

➤ Law of the Ukrainian Soviet Socialist Republic No. 8312-11 (1989), which, even before Ukraine's independence, declared Ukrainian the official state language, thus initiating the process of promoting use of Ukrainian in public administration, education and media. The law initiated the gradual return of Ukrainian to prominence after decades of suppression.

➤ Constitution of Ukraine (1996) that makes the foundation for the Ukrainian identity. As the key achievement of the reform, it enshrined Ukrainian as the sole state language. That was a foundational step in asserting the dominance of Ukrainian in official and public life, setting the legal groundwork for future language policies.

➤ Law of Ukraine No. 5029-VI (2012) was to some extent found controversial, as it allowed regions where minorities comprised at least 10% of the population to declare Russian or other minority languages as regional languages. Although some regions adopted

Russian as a regional language, this law was anyway viewed as a setback for efforts to revitalise the Ukrainian language.

➤ Law of Ukraine No. 317-VIII (2015) included renaming streets, towns and cities that bore Soviet or Russian names and replacing them with Ukrainian names. They also banned communist symbols and propaganda. Moreover, with the full-scale invasion of the Russian Federation into Ukrainian lands, more and more similar provisions have been enforced at various state levels. These reforms are part of a broader effort to undo the symbolic legacy of Russification and Soviet-era domination, further asserting Ukraine's cultural independence.

➤ Law of Ukraine No. 2704-VIII (2019), which reinforced Ukrainian as the sole state language, mandating its use in public administration, education, media and services. Since its enactment, all media outlets and educational institutions have been required to conduct their activities in Ukrainian. The law marked a significant push toward Ukrainian language consolidation and reversing the legacy of Russification, strengthening the cultural identity and unity of Ukraine.

➤ Education Reforms (2017; 2020), under which the 2017 law on education introduced a language provision requiring that Ukrainian be the main language of instruction in secondary schools, phasing out the use of Russian in education by 2020. The education reforms aimed to promote Ukrainian in the education system, particularly in Russian-speaking regions, as a critical measure to reverse the linguistic effects of Russification.

➤ Media and cultural policies have also strengthened the stance of the Ukrainian identity. For instance, quotas were introduced for Ukrainian-language content on television, radio and in cinema. In 2016, legislation mandated that a certain percentage of broadcasts be conducted in Ukrainian, with stricter requirements in place by 2021. Starting from 16 January 2021, certain provisions of the law "On Ensuring the Functioning of the Ukrainian Language as the State Language" came into effect. From that date onward, all service providers have been required to serve and provide information in Ukraine in the Ukrainian language. These policies aim to ensure that Ukrainian becomes the dominant language in media and culture, helping to reinforce the national language in everyday life.

➤ Resolution of the Cabinet of Ministers of Ukraine No. 852-r (2020) associates with the establishment of the Commissioner for the Protection of the State Language, tasked with monitoring the implementation of the 2019 language law and ensuring compliance. This office is expected to actively promote and protect Ukrainian in all aspects of public life, further reinforcing the language's status.

➤ Efforts in higher education and academia highlight that Ukrainian universities increasingly require Ukrainian-language theses and dissertations, while academic publishing has shifted toward prioritising Ukrainian. This approach emphasises the role of the Ukrainian language in scholarly and intellectual circles, reversing the Russian dominance in academia.

The description of the mentioned reforms forms part of the digital materials collected in the form of the Ukrainian legislation database used for research and that can be easily accessed online. They reflect Ukraine's determination to undo centuries of Russification, affirming its linguistic and cultural identity by promoting the use of Ukrainian in public, media and educational institutions. Another aspect of Russification noted in this research points to significant Russification efforts, evident in various aspects of language use, including vocabulary, spelling and even the structure of personal and place names. These efforts aimed to diminish the prominence of Ukrainian language and culture, resulting in a complex linguistic landscape that reflects the historical and ongoing tensions between the two nations. Historically, Ukrainian dictionaries have documented the

increasing incorporation of Russian vocabulary, particularly during periods of intense Russification (Iziumov, 1930). For instance, during the Soviet era, the Ukrainian language experienced an influx of Russian terms, especially in technical, political and social contexts.

According to the Russian-Ukrainian Academic Dictionary (RUAD), the following lexemes illustrate this trend: RU *большеви́зм* – UA *більшови́зм* (RUAD) / EN *bolshevism*, RU *большеви́к* – UA *більшови́к* / EN *bolshevik*; RU *-и́цкий* – UA *більшови́цький* (RUAD) / an adjective formed from the noun by means of suffixation, i.e. Russian suffix *-itsk* employs for derivation that will correspond to the Ukrainian suffix *-ytsk*; RU *комакаде́мия* – UA *комакаде́мія, комуністи́чна акаде́мія* (RUAD) / EN 'komacademy, or communist academy'; RU *командáрм* – UA *командáрм* (-ма), *комáндувач áрмії* (RUAD) / EN 'Commander of the army'; RU *комбайнстро́й* – UA *комбайнбу́д* (-ду) (RUAD) / EN 'combine-machine construction'; RU (capitalised) *Коминте́рн* – UA *Комінте́рн* (-ну) = *Комуністи́чний Інтернаціона́л* (-лу) (RUAD) / EN 'Communistic Internationalism', where in Russian the term 'Internationalism' is the substantivized adjective (The *International*); RU *коминте́рновец* – UA *комінте́рновець* (-нівця) (RUAD) / EN 'Comintern member, or Communist International member'; RU *комиссáр* – UA *комісáр* (-сáра) (RUAD) / EN 'commissar'; RU *комите́тчик* – UA *комі́тетник,* (в главном управлении, гал.) *виділо́вий* (-вого) (RUAD) / EN 'committee member (in the main office, department)'; RU *коммунáр* – 1) (член коммуны) UA *комунáр* (-ра), (только вульг.) *кому́нець* (-нця); *артíльник*; 2) (*коммунист*) *комунáр* (RUAD) / EN 'a member of the communist party'; RU *коммунáрка* – UA *комунáрка* (RUAD) / EN 'a female member of the communist party'; RU *коммунизáция* – UA *комунізáція*, (о действии ещё) *комунізувáння*, оконч. *скомунізувáння* (RUAD) / EN 'communisation (referring to the action of communising);' RU *коммуни́ровать* – UA *комунізувакти*, сов. скомунізувáти кого́, що (RUAD) / EN 'to communise' and its past participle RU *коммуни́рованный* – UA *комунізо́ваний, скомунізо́ваний* (RUAD) / EN 'communised'; RU *коммуни́зм* – UA *комуні́зм* (-му) / EN 'communism' with its respective phrases: RU *близкий к -зму* – UA *бли́зький (до) комуні́зму* (RUAD) / EN 'close to communism', RU *военный -ни́зм* – UA *вое́нний комуні́зм* / EN 'military communism', RU *заветы -зма* – UA *заповíти комуні́зму* / EN 'communism testaments', RU *исповедывать -ни́зм* – UA *визнавáти комуні́зм, признавáтися до комуні́зму* / EN 'recognise communism, follow communism', RU *лозунги -зма* – UA *гáсла комуні́зму* / EN 'mottoes of communism', RU *последователь -зма* – UA *визнавéць комуні́зму* / EN 'communism follower', RU *проповедь -зма* – UA *комуністи́чна прóповідь* (RUAD) / EN 'communism sermon'.

Another notable part of the research addresses the findings under which the Russian terms *командирша, комендантша*, and *комиссарша* reflect a common tendency in the Russian language to use the suffix ***-ш*** when referring to women in association with male-dominated roles, particularly those related to military or administrative positions. This suffix often carries a derogatory or diminutive connotation, subtly undermining the authority or significance of the woman's position or status, especially in cases where it refers to the spouse of a commander or officer. The suffix *-ш* diminishes the sense of professional equality and often relegates women to a secondary role defined in relation to their male counterparts. In English, RU *командирша* can mean either a female commander or, more commonly, the wife of a commander, with the latter interpretation being more prevalent and often dismissive; Similarly, RU *комендантша* refers to the wife of a commandant, conveying a similar connotation of subordination. RU *комиссарша* is used in the same manner, with the *-ш*(а) suffix diminishing both the professional role of a female commissar and reducing the significance of the commissar's wife.

According to the RUAD, the Ukrainian lexemes are also found to utilise suffixation for the female nouns when derived from the nouns that denote male ranks and military roles, i.e. RU *командирша* – UA 1) *командирк[ш]а*; 2) (жена командира) *командириха, (пáні) командирóва* (RUAD); RU *комендáнтша* – UA *комендáнтка*, (жена коменданта) *комендáнтиха, комендáнтова* (RUAD); RU *комиссáрша* – UA 1) *комісáрка*; 2) (жена комиссара) *комісáриха*, (гал.) *комісарóва* (-вої) (RUAD).

In contrast, the Ukrainian translations present much softer and more neutral alternatives. rather than employing pejorative suffixes, Ukrainian forms utilise gender-equivalent or possessive structures: UA *командирка* and *командирова* (commander's wife) are neutral and respectful, with the latter merely indicating the relationship, without reducing the woman's identity or authority. Similarly, UA *комендантка* and *комендантова* avoid the diminutive *-ш(а)* and provide a more neutral description. Likewise, UA *комісарка* and *комісариха*, or *комісарова*, respect the female identity while offering a possessive form for a commissar's wife, devoid of overtly negative connotations.

Despite the aggressive Russification efforts and the influx of Soviet terminology, the Ukrainian language maintained a more balanced and respectful approach to gender-related terminology, largely thanks to the influence of Ukraine's highly educated academic community. Under the pressure of Russification and Communist ideologies, these scholars worked diligently to preserve the inherent qualities of the Ukrainian language, resisting the imposition of pejorative or diminutive forms. By avoiding suffixes like *-ш*(а), which often carried derogatory connotations in Russian, Ukrainian terminology offered a more equitable and respectful linguistic treatment of women in roles traditionally occupied by men.

This accomplishment highlights the resilience and dedication of Ukraine's academic and cultural communities. Despite external pressures, they were able to protect and uphold the integrity of the Ukrainian language. Their efforts ensured that, even in the face of cultural suppression, Ukrainian remained a tool of equality and respect, in contrast to Russian, which through its linguistic structures often reflected and reinforced implicit gender biases. Although this stretches the scope of the research, it is worth noting how Ukrainian academia hypothetically resisted the Russification of both language and culture. When analysing the samples from the RUAD, two significant patterns emerged: 1) preservation of Ukrainian identity, and 2) resistance to linguistic overwriting.

1) Despite the systemic imposition of Soviet ideology, Ukrainian scholars made concerted efforts to safeguard the distinctiveness of their language. This is evident in the careful sequencing of terms in the dictionary, e.g. RU *бракова́ние, -ко́вка* – UA 1) *бракува́ння, сортува́ння;* 2) *ґан(ьд)жува́ння, ґанчува́ння* (RUAD) / EN 'rejection, sorting; defecting, flawing'; RU *бракова́ть* – UA 1) *бракувáти, сортувáти*; 2) (находить недостатки) *ґан(ьд)жувáти (ґанчувáти) когó (щось) или ким (чим), ганьбувáти ким (чим).* [*На базáрі* ***ґаньджýють*** *дýже цí грóші, не приймáють. Дівчина вередýє женихáми, –* ***ґанчýє****. Полотнóм купéць не ганьбýє, хоч-би якé булó*] (RUAD); RU *брошю́ра, брошю́рка* – UA *брошýра, метéлик* [*Трéба пустúти всі твóри М. Вовчкá дешéвими* ***метéликами*** (Грінч.). *Путя́щої книжки, не* ***метéлика****, дешéвше як за трúцять-сóрок копíйок немá* (Крим.)] (RUAD); RU *брошю́рный* – UA *брошурóвий, метéликовий* (ibid.) / EN 'brochure-like, butterfly-like'; RU *бýлочный* – UA *бýлочний, паляни́чний* (RUAD) / EN 'related to buns, related to traditional Ukrainian bread (palianytsia);' RU *буль, бульбýль* – UA *буль, буль-буль, ґел, ґел-ґел*. [*Пля́шку до рóта та тíльки:* ***ґел, ґел, ґел!***] (RUAD).

The first term was often a calque or borrowing from Russian, while the second was an

authentically Ukrainian equivalent. This allowed for the retention of deeper, historical linguistic richness and ensured that the imposed Russified terms did not fully displace native Ukrainian vocabulary. Moreover, the examples in sentences in their majority were authentic Ukrainian lexemes.

2) In some instances, the reverse pattern was observed, where the original Ukrainian term appeared first, followed by a Russified version. This sequencing subtly emphasised the precedence and legitimacy of Ukrainian terminology, signaling an intellectual resistance to Soviet efforts to overwrite the Ukrainian language with Russified alternatives, e.g. RU *брело́к* – UA *дармо́ви[ї]с(ик), брело́к* (RUAD) / EN 'free-hanger (a small object attached to something for decoration or identification), keychain'; RU *бри́тый* – UA *го́лений, бри́тий* (RUAD) / EN 'shaved'; RU *буты́лочный* – UA *пляшко́вий, пляща́ний, бутелько́вий* (RUAD) / EN 'bottle (adjective, relating to or made of bottles), flask (adjective, relating to or made of flasks), bottle (adjective, relating to or made of bottle-shaped containers)' with the third one calqued from Russian.

Through these careful linguistic strategies, Ukrainian scholars managed to maintain the integrity of their language, demonstrating a sophisticated resistance to Russification. This trend is evident in the comparison of key Ukrainian dictionaries from different periods. The Ukrainian Soviet Encyclopedia, published in the 1970s, contained numerous entries that were heavily influenced by Russian terminology and conceptual frameworks. In contrast, contemporary Ukrainian dictionaries, such as the Modern Ukrainian Dictionary, aim to restore and promote indigenous vocabulary, often providing alternatives to Russian borrowings and emphasising Ukrainian linguistic purity. The described findings bring more value and increase relevance of the research as per literature review samplings, there has hardly been much study dedicated to the noticed phenomena.

In addition to vocabulary shifts, the Russification of Ukraine also manifested in the spelling of Ukrainian names. From scientific publications to digitally produced texts, the media are full of Russified Ukrainian proper names, e.g. names and surnames – RU *Иван**ов*** (Ivanov) instead of UA *Іван**ів*** (Ivaniv), which earlier literally meant Ivan's [son]; RU *Игорь* (Igor) instead of UA *Ігор* (Ihor); RU *Кирилл* (Kirill) for UA *Кирило* (Kyrylo); names of cities, villages, territories etc. – RU *Киев* (Kiev) instead of UA *Київ* (Kyiv), RU *Харьков* (Kharkov) used for UA *Харків* (Kharkiv), RU *Львов* (Lvov) instead of UA *Львів* (Lviv) etc. As demonstrated above, many Ukrainian names and surnames underwent modifications to align more closely with Russian spelling conventions. This included the replacement of traditional Ukrainian letters with their Russian counterparts, i.e. the Ukrainian "Г" (h) was often replaced with "Г" (g) in Russian. Such changes not only affected personal names but also geographical names, as cities and towns were often given Russian versions that obscured their Ukrainian roots.

Recent studies (Snyder, 2010, 2018; Wylegala & Głowacka-Grajper, 2020) indicate that despite these efforts, the Ukrainian language has become a strong symbol of resistance and unity among Ukrainians. Moreover, from a perspective of religious control and cultural identity, the Russian Orthodox Church's influence over Ukrainian religious institutions has been a tool for Russian cultural domination (Leustean & Samokhvalov, 2019). The Russian Orthodox Church (ROC), particularly under the leadership of Patriarch Kirill, has been a potent tool of Russian state propaganda and cultural influence. This influence extends beyond religious teachings into broader realms of cultural identity, national allegiance and political ideology. The ROC's close alignment with the Kremlin has made it a significant player in disseminating pro-Russian narratives, both within Russia and in neighbouring countries, including Ukraine. Next, since the Russian full-scale

invasion of Ukraine in February 2022, the ROC's role in propagating Russian state interests has become even more pronounced. Russian religious leaders have publicly supported the invasion, framing it as a "holy war" and using religious rhetoric to justify Russian aggression (Chaika, 2023). This alignment with the Kremlin's agenda has further alienated Ukrainians from the ROC and highlighted the church's role as a mouthpiece for Russian propaganda.

The findings reveal that in Ukraine, this influence has taken various forms. Prior to the invasion, the Ukrainian Orthodox Church (Moscow Patriarchate) was closely linked to the ROC, creating a conduit for Russian ideological influence. Through sermons, religious ceremonies and community events, the Moscow-aligned Ukrainian Church often promoted pro-Russian sentiments and questioned Ukrainian sovereignty, echoing Kremlin propaganda. However, the granting of autocephaly to the Orthodox Church of Ukraine (OCU) in 2019 was a pivotal moment, allowing Ukrainian Orthodox Christians to break free from Russian religious control (Mamo, 2021; Hunder & Humphries, 2022). This move has since played a crucial role in reinforcing Ukrainian national identity and unity, providing a religious institution that aligns with Ukrainian values and sovereignty rather than Russian interests.

Since the Russian invasion, the OCU has become a unifying force for Ukrainians, offering spiritual support and a platform for resistance against Russian aggression. Meanwhile, the Ukrainian Orthodox Church (Moscow Patriarchate) has faced increased scrutiny for its ties to the ROC and its potential role in supporting Russian propaganda. According to publicly available sources, Ukrainian authorities have investigated church leaders suspected of collaborating with Russian forces, and public sentiment has turned increasingly against institutions perceived as supporting Russian interests. With that in mind, the power and influence of the ROC in Ukraine have become a double-edged sword. While the ROC has used its religious authority to further Russian state propaganda, the establishment of the autocephalous OCU has served as a bulwark against this influence, fostering a religious and cultural identity rooted in Ukrainian sovereignty and unity (Kendrick, 2022). This divide reflects the broader struggle between Russian cultural domination and Ukrainian national self-determination.

Discussion

The literature review, serving as a foundational component of this research and complemented by case studies, has produced several key findings that align closely with the primary aspects explored in detail. This comprehensive analysis reveals significant parallels between existing scholarship and the research findings, underscoring the ongoing relevance of these issues in the context of cultural suppression and national identity in Ukraine. These similar findings round about language policies and national identity, religious control and cultural identity, resilience of Ukrainian cultural practices and impact of historical narratives (Leustean & Samokhvalov, 2019; Mamo, 2021). Regarding language policies and national identity, it is argued that the imposition of the Russian language over Ukrainian (Kuzio, 1998; Gao, 2024), particularly during the Soviet era, aimed to erode Ukrainian identity.

It is notable how resilience of Ukrainian cultural practices has developed under the circumstances. Despite decades of Russian suppression, Ukrainian cultural practices have endured and, in some cases, flourished (Wylegala & Głowacka-Grajper, 2020). Contemporary research indicates that the revival of these practices has played a significant role in fostering a sense of national unity, particularly in the wake of Russia's annexation of Crimea and the ongoing conflict in Eastern Ukraine. This conclusion is reinforced with the findings as the legislative acts passed in relevant years focused on strengthening the Ukrainian

identity and looking into solutions of reviving the power of the Ukrainian language and culture in the east of the country. Finally, there is the significant impact of historical narratives, under which Russian efforts to rewrite Ukrainian history have been countered by a resurgence in Ukrainian historical scholarship (Fig. 1). These efforts have helped to rebuild a collective memory centred on Ukrainian identity (the efforts by the Ukrainian academia while working on RUAD) and has contributed to a greater sense of national pride and unity. The relationship between Russia and Ukraine has been deeply influenced by these historical narratives (Chaika, 2024), with Russia frequently attempting not only to rewrite but also reshape and misrepresent the Ukrainian history to global community, to legitimise its control (Düben, 2020). Key elements of this historical revisionism include the denial of Ukrainian statehood, marginalisation of Ukrainian culture and historical figures and whitewashing Soviet repression. Russia's attempts to rewrite Ukrainian history can be traced back to the Russian Empire and continued through the Soviet Union. The overarching goal has been to portray Ukraine as an inseparable part of Russian history and culture (Fig. 1).

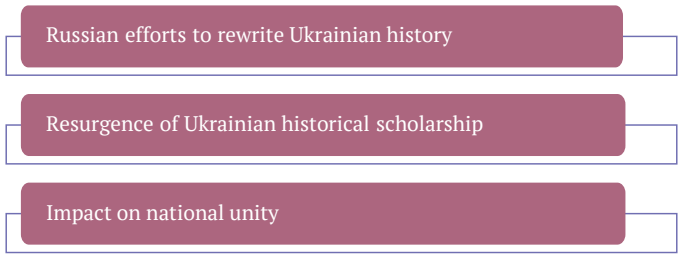

Figure 1. *Impact of Russian historical narratives on Ukrainian unity*
Source: *author's development based on research findings*

The Russian narratives have frequently depicted Ukraine as UA *Малоросія* (malorosia), meaning "Little Russia" and implying that it is a derivative or subordinate part of the greater Russian state (Chaika, 2024). The Ukrainian language was propagated to be a dialect or a derogative sign of communicants' social class, i.e. low income / illiterate / uneducated class associated with rural population and disconnected from culture, aristocracy and intellectualism. This approach seeks to minimise Ukraine's distinct identity and legitimise Russian control.

Consequently, Russian accounts of history often downplay the contributions of Ukrainian figures and emphasise Russian heroes, suggesting that Ukraine's cultural achievements are inherently Russian. The current study revealed that figures like Taras Shevchenko or Ivan Franko, who symbolise Ukrainian identity, are often overlooked or reinterpreted to fit the Russian narrative. Specifically, many Ukrainian identities have been appropriated by Russian narratives. For example, *Mykola Hohol,* born in Sorochyntsi, Ukraine (at that time the territories occupied by the Russian Empire), was a Ukrainian writer, whose name is often rendered in Russian translation and transliteration as *Nikolai Gogol,* following the Russification trend of the Ukrainian names and cultural artefacts. Similarly, *Illya Ripyn*, a renowned Ukrainian artist of the Cossack descrent, with the nickname of UA *Pina* (ripa) 'turnip', had his name translated rather than transliterated into Russian, resulting in global reference to him as Ilja Repin, with the change in the root vowel, from 'i' to 'e' to conform to russification standards. Other examples include *Ivan Aivazovsky*, a Ukrainian marine and battle painter of

Armenian descent, born in Feodosia, Ukraine, occupied by the Russian Empire back then and *Arkhyp Kuyindzi*, a Ukrainian landscape painter and teacher of Greek descent from Northern Pryazovia, born in the village of Karasivka that is today part of Mariupol, Ukraine. Numerous other instances of appropriated Ukrainian identities have gained global recognition. For instance, the National Gallery renamed Edgar Degas' work "Russian Dancers" to "Dancers in Ukrainian Dress", an action widely covered in media (National Gallery renames..., 2022). According to Mariia Kashchenko, the Ukrainian-born founder and director of Art Unit, the comments on the renaming highlight that "the term Russian art became an easy umbrella term which was useful but it's really important now to get things right".

Furthermore, Russian historical narratives tend to minimise or justify Soviet-era atrocities, such as the Holodomor (the forced famine in Ukraine), the Great Purge and the repression of Ukrainian nationalism, aligning with recent studies (Richardson-Smith, 2021; Myshlovska, 2022). This historical whitewashing serves to obscure the devastating impact of Soviet policies on Ukraine and perpetuate the notion of a harmonious union between Russia and Ukraine. In response, Ukrainian historians, educators and activists have worked to reclaim their history and promote an authentic Ukrainian narrative. This resurgence in Ukrainian historical scholarship has had a profound impact on national identity and unity. According to the digital media and publicly available domains of official information by the Ukrainian authorities, the key elements of this effort include: (a) reclaiming Ukrainian Heroes and historical events, (b) recognising Soviet atrocities, (c) promoting national pride and unity, in particular:

- Ukrainian scholars have highlighted the achievements and contributions of distinctly Ukrainian figures and events in Ukraine's history that demonstrate its independence and unique identity. Examples include recognising Hetman Bohdan Khmelnytsky and the Ukrainian People's Republic's short-lived independence in 1918;
- Ukrainian historians have drawn attention to Soviet-era atrocities, especially the Holodomor, which has been officially recognised as a genocide against the Ukrainian people. Acknowledging these events affirms Ukraine's right to a historical narrative that reflects the suffering and resilience of its people;
- The resurgence in Ukrainian historical scholarship has had a ripple effect throughout society. By educating the public about Ukraine's rich history and culture, this movement has fostered a stronger sense of national pride and unity. Public awareness campaigns, educational programs and national holidays now emphasise Ukrainian heritage and the ongoing struggle for independence.

The impact of reclaiming and promoting an authentic Ukrainian historical narrative has been significant. This process has helped Ukrainians to solidify their cultural identity and historical continuity, providing a foundation for national unity. Such an understanding of Ukrainian history acts as a counternarrative to Russian propaganda and has galvanised Ukrainian resistance against Russian aggression. Russian efforts often aim to portray Ukraine as a subordinate part of a larger Russian entity. Therefore, the research findings align with existing literature (Anderson, 2006; Motyl, 2011; Hogg, 2016) and highlight that this historical revisionism involves several key elements: 1) the denial of Ukrainian statehood, suggesting that Ukraine is merely a derivative of Russia; 2) the marginalisation of Ukrainian cultural figures and heroes, downplaying their significance in favour of Russian icons; 3) the whitewashing of Soviet-era atrocities such as the Holodomor, to minimise their impact on Ukrainian identity.

The resurgence of Ukrainian historical scholarship has had a profound impact, fostering a stronger sense of national identity

and unity. By confronting and correcting Russian historical narratives (Myshlovska, 2022), Ukrainians are better equipped to resist external threats and maintain their cultural autonomy. As discussed earlier (Halbwachs, 1992; Wylegala & Głowacka-Grajper, 2020), this revitalised collective memory has galvanised public sentiment, contributing to a more cohesive and determined resistance against Russian aggression. Ukrainians are reclaiming their history and creating a stronger and more resilient national identity that emphasises their independence and unique cultural heritage. Additionally, this resurgence in Ukrainian historical scholarship has inspired a new generation of Ukrainians who view their history with pride and determination. This development has not only enhanced national identity but also cultivated a more unified front against external threats. Ultimately, as suggested by M. Halbwachs (1992) and J.V. Wertsch & H.L. Roediger (2008), the effort to reclaim Ukrainian history demonstrates the power of collective memory in shaping a nation's future. It reinforces the idea that people who understand their past are better equipped to build a cohesive and resilient society. These findings suggest that while Russian cultural suppression has posed significant challenges to Ukrainian national unity, it has also galvanised a resilient and enduring sense of Ukrainian identity. The study underscores the importance of cultural resistance and its role in strengthening national unity in the face of external pressures.

Conclusions

The theoretical underpinnings and discussion of the research results suggest that, despite continuous threats to Ukrainian identity and transparent aggression by Russia in the ongoing war to conquer and defeat Ukraine, Ukrainian cultural resistance plays a crucial role in reinforcing national unity, especially when facing external pressures and threats. Cultural resistance encompasses a wide range of activities, from the revival of traditional customs and language to the rejection of imposed narratives that undermine a nation's identity. By embracing their unique culture, Ukrainians have created a robust sense of community and solidarity, which has proven invaluable in confronting Russian cultural suppression and aggression.

It is underscored that through rigorous study, researchers can uncover the nuanced ways in which cultural resistance manifests and how it can be strengthened to fortify national unity. Furthermore, to effectively disseminate the findings of these studies, there is a need for broader platforms to share insights and stories of cultural resistance. This dissemination can be achieved through academic publications, public awareness campaigns and media coverage. Broadcasting the results to a wider audience not only educates people about the ongoing struggle for Ukrainian identity but also serves as a source of inspiration for other nations facing similar pressures. Ultimately, the goal is to foster a greater understanding of the importance of cultural resistance and its capacity to unite a nation, enabling societies to remain resilient and united in the face of external challenges. However, for a complete understanding of the dynamics of cultural resistance and its impact on national unity, more in-depth research and analysis are required. This entails a comprehensive exploration of how cultural practices, educational systems, religious beliefs and public discourse contribute to national identity. Additionally, it necessitates a critical examination of Russian attempts to rewrite history and the tactics used to suppress Ukrainian culture.

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Conflict of Interest

None.

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Вплив російського культурного утиску на українську національну єдність

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Анотація. Актуальність цього дослідження зумовлена триваючою російсько-українською війною та багатовіковими спробами Росії знищити українську національну ідентичність через політичні, військові та культурні механізми. Метою дослідження було проаналізувати історичні та сучасні прояви російського культурного придушення та його вплив на національну єдність України. Дослідження виявило, що ключовими механізмами російського культурного придушення є мовна політика, релігійний контроль та фальсифікація історичних наративів. Зусилля Росії з нав'язування свого мовного домінування, особливо в радянський період, були спрямовані на розмивання української ідентичності. Дослідження визначило ключові російські тактики, включаючи обмежувальну мовну політику, маніпуляції з релігійними інституціями та викривлення історії, що мали на меті послабити українську ідентичність. Однак замість того, щоб досягти цих цілей, українська мова стала потужним символом опору та стійкості. У статті також висвітлено роль Російської православної церкви у формуванні релігійної динаміки в Україні на користь Росії, а також триваючу фальсифікацію української історії, яка зображує Україну як «Малоросію». Отримані дані свідчать про те, що перед обличчям зовнішніх загроз культурна стійкість України не лише вистояла, а й сприяла зміцненню національної єдності та розвитку різних аспектів молодого культурного руху. Зусилля з відновлення історичної достовірності та сприяння зміцненню національної свідомості стали ключовими у протистоянні російському впливу. Ці висновки є важливими для науковців, освітян та політиків, які працюють над захистом та просуванням української ідентичності в контексті поточних геополітичних викликів

Ключові слова: національна свідомість; культурний опір; мовна політика; українська ідентичність; міжкультурна комунікація

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The use of computer tools in the modern translation of agricultural texts

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Abstract. Due to the growing role of the Internet in the international exchange of information, the demand for rapid translation as a means of communication is growing rapidly. In order to meet the needs of document management, scientific and technical documentation, and the exchange of experience, modern professional translators are turning to software developments to optimise their work. The purpose of this study was to analyse the advantages and disadvantages of using computer tools for translating agricultural texts from German to Ukrainian, with a particular focus on the application of machine translation systems. This paper provided an overview of modern computer tools and a comparative analysis of problematic aspects of translating agricultural texts from German to Ukrainian. For the study, the author used Google and DeepL machine translation systems and the method of manual assessment of the quality of the resulting text. Given that the use of computer tools is perceived as a manifestation of technological progress and can significantly increase the productivity of a professional translator, this study focused on the analysis of the use of computer tools in the translation of agricultural texts from German into Ukrainian. In addition, the paper presented a comparative analysis of two machine translation systems and the specific features of the post-editing process. In the current environment, when speed is becoming increasingly important and a prerequisite for competitiveness, machine translation is becoming a service offered by translation companies and professional translators via the Internet. Online services provide many users with the opportunity to receive instant

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translations when the quality of the translation is not of fundamental importance. Professional automated translation tools. Considering that the spread of MT systems and other software products in translation activity has significantly altered the conventional approach to working with text, this study aimed to identify the challenges associated with using computer tools in the translation of agricultural texts and ways to address them. Under these conditions, the need to acquire skills in working with MT systems is becoming increasingly urgent

Keywords: post-editing; translation automation; machine translation; computer translation; translation memory; source language; target language

Introduction

The agricultural sector is one of the important components of the country's economy, and providing cross-language communication contributes to the development of new sales markets, attracting new customers and adapting products to the needs of foreign consumers, but the specifics of translation in this area remain insufficiently studied. For this reason, the use of computer tools during translation, and raising awareness about machine translation and post-editing is particularly important, given their growing role in translation activities, and in identifying the differences between machine and human translation

The problem of updating the classification of computer-assisted translation tools is being addressed in numerous papers by international scholars. N. Pushuk (2021) suggests distinguishing between the role of humans in translation into automated machine translation systems and automated systems. However, within automated systems, a person is an integral part of the translation process, and the function of the machine is to perform routine operations, such as searching for words and phrases in automatic dictionaries and displaying their translation on the screen with the subsequent ability to insert them into the source text. The need for a new classification is emphasised in the study by A. Alcina (2008). The emergence of neuromachine translation aroused considerable interest among translation experts, which became the basis for research to determine its capabilities. Thus, according to L. Ahrenberg (2017), the translation of Google Translate from English to Swedish using NMT1 did not reach the level of publication and required editing, during which some words or phrases were replaced to achieve accuracy. Word editing accounted for almost 50%, but the main problem was that inaccurately translated words either affected the style or interfered with the message. Post-editing, according to the researcher, can create readable text, but it cannot reach the level of human-translated text.

Guided by the fact that MT post-editing has established itself as a translation service, M. Yamada (2019) also conducted an experiment to compare two machine translation systems (Google Translate SMT and NMT), the task of which was to identify the potential of college students for post-editing, namely Google Translate SMT and NMT. Using a human parallel assessment of a set of individual simple sentences, it was found that Google NMT (neural machine translation system) reduces the number of translation errors by an average of 60% compared to Google SMT (statistical machine translation system), however, the cost of effort and editing volume showed almost the same results with a small advantage. The statistical report showed 1.5 times more serious errors, 72% of which are considered very serious, while NMT had 37% of the total number of errors.

In order to adapt computer programmes for translating agricultural texts, a team of

Swedish researchers conducted a study of a system based on statistical translation and a machine translation system based on MATS rules (Sweden). The main task of the team was to adapt statistical machine translation to a new field, which meant training probabilistic models on new material, installing and preparing the software and tools necessary for such a stage of training. According to R. Weijnitz *et al*. (2015), automatic translation assessment systems are a worthy alternative, but manual assessment is still necessary to identify specific weaknesses in existing translation systems, but the experiment has shown that both static and rule-based systems produce unsatisfactory results so far. The commercialisation strategy provides additional public funding for developments in three areas: automotive service literature, EU texts on agriculture, and Swedish Security Service reports. According to the researchers, this system is close to commercial applications, where the quality of publications can be achieved after proper editing.

Investigating the problem of machine translation (MT) and post-editing of agricultural texts from Spanish to English and Italian, A. Moran Vallejo (2019) published the results of a comparative analysis of the DeepL and Microsoft Translator systems. The experiment identified the main types of errors and evaluated the machine translation mechanisms that provide the best results. According to A. Moran Vallejo (2019), DeepL showed better results compared to Microsoft Translator. At the terminological level, both gave the same number of errors, too literal translation, but DeepL prevailed in terms of grammar and overall fluency. The researcher emphasises that machine translation can be a starting point for further editing, which is necessary to achieve optimal results, since MT mechanisms do not always provide perfect translations. This highlights the importance of teaching future translators editing. H. Veselovska & S. Radetska (2021), analysing the types of machine translation, conclude that hybrid approaches that are a combination of classical and statistical approaches are becoming increasingly popular. However, so far MT systems are not suitable for working with texts containing a large number of compound and complex sentences and work efficiently mainly at the level of phrases.

This paper continues the line of identifying problematic aspects of the use of computer tools in the translation of agricultural texts from German to Ukrainian and analysing the advantages and disadvantages of using computer tools in the translation of agricultural texts from German to Ukrainian, in particular, the use of machine translation systems, which will contribute to further research in this area. The purpose of the study was to analyse the advantages and disadvantages of using computer tools in translating agricultural texts from German to Ukrainian, in particular, the use of machine translation systems. The objectives of the study were: to determine the quality that computer tools provide when translating agricultural texts using the method of manual translation evaluation, since its quality prevails over the results of translation evaluation using computer systems; to find out the reason for the assumption by machine translation systems of the main errors and to investigate ways to correct them; to analyse the principles of classifications of the main computer tools of the translator. The scientific originality of the study is to identify key problems and challenges associated with the use of computer tools for translating agricultural texts from German to Ukrainian, which opens up opportunities for deeper research and improvement of translation methods in this area.

As an important means of global interaction, translation plays an important role in the process of cross-language communication and knowledge exchange, assigning translators the role of cross-cultural and cross-language communicators, that is, intermediaries in overcoming the cross-language barrier. In the context

of growing demand, translation needs cannot be met only by traditional human translation, which is why the attention of linguists and developers is also focused on technological advances in translation practice, and their use and improvement often becomes the subject of research and discussion. It is also not subject to scepticism that computer translation tools have not only improved the quality and productivity of translation, but also contributed to international communication and demonstrated the growing need for new technological solutions.

Materials and Methods

The research was based on articles of resolutions, reports, and periodicals of the agricultural sector, for example, regulatory documents of agricultural policy, such as *Europäische Politik mit Perspektiven für Land- und Forstwirtschaft sowie den Ländlichen Raum (European Policy with Prospects for Agriculture and Forestry and Rural Development)*, publications of online journal Agrarheute. Nachrichten für die Landwirtschaft. Two popular machine translation systems were used to translate agricultural texts from German to Ukrainian: the development of the German company DeepL and the Google Neural Machine Translation system (GNMT). The choice of these products was conditioned by the fact that both translation technologies have been improved due to the neural network methodology and are available for free to all users.

During the study, a comprehensive analysis of 59 sentences of different stylistic orientations was carried out using several methods, each of which played an important role in different stages of research. The observation method was used at the initial stage to identify key components of the modern translation process, such as automated translation tools, their capabilities and limitations. The analysis helped to assess in detail the advantages and disadvantages of the software, for example, translation accuracy, adaptability to context, and stylistic features. The method of complex analysis was aimed at systematising the principles of operation of computer translation tools, their classification by functionality and level of integration. The method of linguistic analysis identified typical difficulties in translation, in particular, lexical-semantic and stylistic problems. The quantitative analysis method was used to calculate statistical data, in particular, the frequency of errors or deviations in translations. The comparison allowed contrasting the results of various tools, describing their advantages and limitations, and drawing conclusions about the effectiveness of using each of them in translation practice.

Results and Discussion

Machine translation, due to its high computational capabilities, is becoming increasingly popular and is used both by ordinary users and in numerous professional fields, in particular, by government agencies, educational institutions, and translation services of the European Union. The growing volume of interregional communication and increased requirements for rapid information exchange have led to a significant demand for translation services. The use of machine translation is especially appropriate in working with scientific and technical documentation, operating instructions, legal documents, reports, educational materials, advertising texts and newspaper articles, which are inherently repetitive, complex, and require accuracy and consistency. Given that software can significantly facilitate translation activities, speed up project execution by automating simple tasks, and allow focusing on more complex, creative aspects, it becomes necessary to identify the most useful tools and develop approaches to their integration into the workflow. V. Strilets (2019) concludes that to meet the requirements of the translation services market, scientific and technical translators must be able to choose and effectively apply translation strategies based on the use of ICT. Special attention should be paid to developing skills in

choosing the best strategies for specific translation situations.

Although machine translation combined with post-editing is increasingly used to serve certain market segments, human translation still continues to maintain the status of the "gold standard", since its goal is to create texts that meet the linguistic norms and cultural characteristics of the target language, and the expectations of readers. However, translation technologies will play an increasingly important role in cross-language communication, which is why today much attention is paid to raising awareness and improving technological skills in working with these tools. Given that the use of computer tools is perceived as a manifestation of technological progress and can significantly increase the productivity of a professional translator, this study focuses on the analysis of the use of computer tools in the translation of agricultural texts from German to Ukrainian. In addition, the paper presents a comparative analysis of two machine translation systems and features of the post-editing process.

There are different approaches to structuring computer programmes related to translation. The division of software into two main categories, machine translation and computer translation, is a classic one, but the constant growth in the number of tools and resources over the past two decades has contributed to the detailing of these industries into subcategories of tools and resources. Thus, the concept of "tool" in this context refers to computer programmes that allow translators to perform certain functions or tasks with prepared data (Krüger, 2016). In modern realities, computer translation tools, contributing to increased productivity, improving the overall quality of translations and ensuring terminological consistency, are an important element of the modern translation process.

Analysing the relevance of classification of translation types, D. Kenny & C.K. Quah (2006) note that one of the first classifications of types of translation that combine human and machine involvement was proposed by Hutchins and Somers in 1992, which is often taken as a basis by many world scientists and is built on a linear continuum from fully automated high-level machine translation to human translation, between them are computer-assisted translation (CAT), which includes: machine translation with human participation; human translation with technical means, and human translation, is no longer suitable for describing many modern integrated systems, since they include features of more than one class, and the 4 types of translation are no more separate and disparate, and have much more in common than when they were presented.

However, according to contemporary researchers, with the development of software and significant technological achievements, the interpretation of the term "translation" has become less unambiguous, which encourages linguists to create a new classification (Alcina, 2008). Despite the proliferation of multilingual generative artificial intelligence (AI) technologies or GPT-type models, these systems have not yet been optimised for specific industries, and machine translation of specialised texts is still problematic and requires further attention. The advantage of machine translation is that due to AI practice, it becomes convenient and cost-effective, especially when it comes to translating large amounts of text. J. Moorkens *et al*. (2024) note that despite the fact that forecasts regarding the dominance of post-editing in translation creation processes have not been implemented in all market segments and more than 31% of European translation organisations surveyed offer post-editing as a service, this figure is increasing annually. Under the slogan "World without language barriers", modern developers of machine translation systems, teams of linguists, researchers, and engineers are working on solutions that will ensure

effective communication between representatives of various industries, striving to make the service accessible and reliable for everyone.

There are several products for German-Ukrainian translation, including online translators and online dictionaries, including those presented by the company META.ua (n.d). This search engine developed in Kharkiv offers spell checking, transliteration, and specialised dictionaries that are selected depending on the topic of the text. Particularly noteworthy is Translate.eu, a free online multilingual translator based on Bing technology. There is also a project iTranslate4.eu (n.d), which is being developed by a group of ten leading European language software developers with the support of the European Union. In Ukraine, the project involves Trident MT, which tests the main online translation programmes and selects the best solutions for each language pair. A similar online translator is already integrated on the site tut.ua (n.d).

In the context of the globalisation of the agro-industrial sector of Ukraine, acute problems of international communication are emerging. This is a priority condition not only for ensuring competitiveness, but also for the production and processing of products that meet the standards of the European Union. Ukrainian farmers are actively studying new technologies, mastering the latest world developments, adopting the experience of their colleagues and using foreign-made equipment. However, agrotechnical texts, in which the use of terms is usually associated with the field of agricultural machinery, its maintenance, technologies and methods of production, are problematic not only for machine translation systems (MTS), but also for human translators. According to foreign linguists, translators face similar difficulties in other language pairs, that is, this problem is not limited to the Ukrainian-German language pair. The ambiguity of terms and their narrow use in German, which complicate the translation of agricultural texts, create certain translation difficulties. In many cases, they significantly affected the overall quality of the material, and although they did not always lead to distortion or loss of content, however, if such an interpretation could be sufficient for a general understanding of the content, then the quality level did not meet the requirements for preparing the text for publication. The greatest number of errors was associated with the selection of equivalents that correspond to a specific context, in particular, it concerned polysemous words. A significant number of errors were made due to excessively literal or phonemic translation. For example, übernehmen was translated as "took possession, took control", but the equivalent of "received" was appropriate in the text, or the verb *flexibilisieren* in this context means "to make more versatile". The context implies the possibility of using more diverse raw materials for energy production (Schürer, 2023; Rawe, 2024). M. Kolesnyk & O. Predko (2018), exploring the current problems and difficulties of translating agricultural terms, in particular, the structural and semantic aspect, emphasise that the translation process consists in the most accurate selection of the equivalent or (in case of its absence) in a reasonable replacement of the term to achieve a translation that corresponds as much as possible to the structure, content and logical sequence of the original.

Translating composites to combine two or more simple words in one term was also a challenge for MTS. Due to the fact that the development of composites is an intensive process in German, such terms are often absent in dictionaries, and phonemic translation does not always adequately reflect the meaning of words. For example, *Flugsaat* – is not a flying seed, but a seed that was sown using a drone (Nuscheler, 2024). The translation of some words required additional clarification, as it did not disclose the meaning of the word. The phrase *Fairtrade-Produkte* (in the sentence "*Ob Bananen, Kakao, Kekse oder Gewürze* – die

jährlichen Pro-Kopf-Ausgaben für Fairtrade-Produkte in Deutschland sind auf über *30 Euro gestiegen*» – "Whether it is bananas, cocoa, cookies or spices, the annual per capita cost of Fairtrade products in Germany has increased to more than EUR 30" (author's translation) was partially translated; it comes from *Fairtrade* – "fair trade" refers to goods whose production meets certain social, environmental and economic criteria. Its standards also include criteria for democratic organisational structures, environmental protection, and safe working conditions. This concept unites consumers, companies, and producer organisations and changes trade due to better prices for small farming families, and humane working conditions for plantation workers in the Global South. *Fairtrade-Produkte* **–** these are goods from southern countries, the production of which meets certain environmental, economic, and social criteria (Diehl, 2024)

The word *Tierwohl* in the sentence **"**Für grundlegende zusätzliche Anforderungen wie z. B. in den Bereichen Klimaschutz und *Tierwohl* sind hinreichende zusätzliche Ausgleichszahlungen und Finanzierungen nötig" – "For basic additional requirements, for example, in the areas of climate protection and animal welfare, appropriate additional compensation payments and funding are required" (author's translation) translated as "animal welfare", "animal well-being" and requires clarification in parentheses, for example, or through a note, an additional sentence, as it may be incomprehensible to the reader. The next challenge for both systems was the translation of terms: as a rule, they were translated incorrectly, although there were exceptions. However, the translation of zoological terms, names of insects, and herbs turned out to be particularly problematic. Thus *Blutbären* was translated as "blood bear" or simply "bear", *Jakobskreuzkrauts* **–** "Jacobea vulgaris" (a poisonous plant for animals) – translated as "ragweed" and "rozhdovka", "anur", "tow". The translation of zoological names of plants and insects was also problematic for the MTS, and incorrect translation options were used. These errors distorted the content, making it impossible to understand the material (Rawe, 2024).

Acronyms and abbreviations formed the next class of problems for machine translation systems, usually remaining untranslated or translated incorrectly: *BHKW* **–** *Blockheizkraftwerk* (block-type thermal power station – a compact plant that simultaneously generates heat and electricity), *MV* – *Mecklenburg-Vorpommern* (abbreviation for the federal state of Mecklenburg-Vorpommern in Germany), abbreviation *DBV* (*der Deutsche Bauernverband* – "German Farmers' Association", other variants, such as "German Association" or "Farmers' Union", can be used as synonymous translations depending on the context. The organisation unites farmers in Germany, representing their interests at the national and European levels), *GPS* – *Ganzpflanzensilage* – "whole plant silage" (feed that is made by silage completely cut plants, including stems, leaves, and grain). This is a special agricultural vocabulary, which is often mistakenly translated, as for example, the GPS system. The problem of literalism is very common in modern machine translation, which explains frequent errors caused by too narrow interpretation of the translated word, the meaning of which was not disclosed, and would need to be clarified by accepting concretisation or introducing an explanatory sentence (European policy with…, 2024). Thus, for example, *die Brennereikartoffeln* was translated literally as "distillery potato", there is no direct equivalent in Ukrainian, just as there are no potatoes for distilleries. In theory, it would be possible to use the term "technical potato" or the potato used for the production of distilled spirits (Branntwein). This drink can be called neither cognac, as well as "cognac" produced in Ukraine, nor brandy, as it is a local Bavarian drink similar to cognac. Difficulties for online translators were the names of equipment parts. Thus, *Duck-Foot-Zinken* in the sentence

"In diesen Kulturen funktionieren die *Duck-Foot-Zinken*" (In these crops, the "Duck-Foot" type paw-tooths operate – author's translation) translated in both cases incorrectly (teeth of a duck's foot, paws with a duck's foot), because it refers to the invention of a device for the header, which consists of blades, so it looks like the paws of a duck. It should be noted that the translation was provided as a paragraph, not a single sentence. In other words, it can be stated with certainty that a human translator would have conveyed the meaning correctly, taking into consideration the context (Göggerle, 2023).

Differences in the structures of the Ukrainian and German languages have caused such errors as the translation of the following constructions: "*Sich dafür zertifizieren lassen*", which translates to "Get a certificate or go through the certification process". The systems provided the following options: "Anyone who wants to sell their products under the Fairtrade sign must have a certificate" and "If you want to sell your products under the Fairtrade sign, you must pass certification" (Diehl, 2024). Special attention should be paid to the translation of official documents and publications, the content of which is saturated with frequently used constructions, the so-called "clichés". As a result, machine translation systems process these texts without any significant difficulties.

As part of the study, a number of problems were identified. When translating articles of official business and journalistic style from German to Ukrainian, most of the shortcomings were semantic in nature, there was too literal translation or lexical ambiguity, polysemy, which led to an incorrect choice of equivalents that did not correspond to the context or only partially reflected it. However, the greatest difficulty was translating agricultural terminology, which required time spent searching for correct equivalents. K. Voiteko (2010) offers a solution to the problem of translating loan terms by describing the meaning, for example, when translating the latest author's neologisms, which are usually given in quotation marks. If the dictionary does not provide an exact equivalent of a particular term, or if the use of calquing, transliteration, or descriptive translation is inappropriate, other translation techniques, concretisation, and generalisation can be applied. If a descriptive translation is used to provide an informative function of the text in translation, the approximate translation is compact and convenient for the reader.

Considering the results of the study, it can be argued that texts translated using machine translation systems still require mandatory editing, in which, in order to preserve the main content and accurately transmit information, it is necessary to use a wide range of lexical, grammatical, and stylistic transformations. Notably, both systems showed almost identical results in terms of the number of discrepancies. When translating terms, in some cases the DeepL system showed better results, in others – Google. It would be wrong to say that DeepL, for example, is better at translating terms and Google is better at translating composites. Within the framework of this study, both systems showed almost identical results with minor discrepancies, which coincides with the results obtained by B. Babych (2013), I. Stevanović & L. Radičević (2020), E. Pettersson (2004). In addition, B. Banitz (2021) compared the translations of Systran and Google Translate, and determined that the Google text was quite satisfactory in terms of its smoothness, expressing most of the meanings of the source text, but grammatically it was still rated as somewhat non-native German. Therefore, machine translation systems are still not suitable for certain types of text, especially creative texts.

One of the main problems associated with machine translation is accuracy, which reflects the level of adequacy of the transmission of the content of the source text, and its smoothness of the text, which characterises how natural and easy to read the result of translation is. A significant disadvantage is also the repetition of

words, parts of sentences, and whole sentences, which disrupts the coherence of the text and in some cases distorts its content. It is determined that in the translation of articles of official business and journalistic style from German into Ukrainian, most of the shortcomings were semantic in nature, in most cases there was too literal a translation or lexical ambiguity, polysemy, which led to the wrong choice of equivalents that did not correspond to the context or only partially reflected it. Errors were also found at the level of translation of prepositions and particles. However, the greatest difficulty was the translation of agricultural terminology, the names of insects and plants were often translated incorrectly or not translated at all. In such cases, a significant amount of the translator's time was spent searching for correct equivalents. Problems also arose when checking household or dialect names of agricultural machinery parts, including dialect names of plants and insects.

A special group of errors consists of syntax errors that occur due to the discrepancy between the rules of word order in the source and target languages: the location of parts of a sentence, the use of subordinate clauses, the use of constructions like "*um zu*" and "*damit*", sometimes the future tense of the original sentence was rendered as present. In order to preserve the content and main message of the text, and to ensure stylistic correctness, lexical, grammatical and syntactic transformations were used to correct errors in most cases. Although the quality of commercial machine translation systems is improving, even the most modern systems still make mistakes, which indicates the need for human intervention. However, it is indisputable that the distribution of MTS and other software products in translation activities significantly changed the traditional approach to working with text, sometimes rendering the future tense of the original sentence as the present (Alcina, 2008). In order to preserve the content and main message of the text and to ensure stylistic correctness, lexical, grammatical and syntactic transformations were used to correct errors in most cases.

Thus, given the significant capabilities of machine translation systems, it is impossible to deny their growing role in the modern world, however, in the field of business relations, document management, and in situations where understanding, accuracy and responsibility are critical, the services of professional translators remain indispensable. The role of translation is increasingly dependent on modern processes of globalisation, which requires a modern translator to have information about the capabilities of computer tools and the ability to use them correctly and effectively to achieve the desired results.

Conclusions

It has been established that in the translation of articles of official business and journalistic style from German to Ukrainian, most of the shortcomings were semantic in nature, in most cases there was too literal a translation or lexical ambiguity, polysemy, which led to the wrong choice of equivalents that did not correspond to the context or only partially reflected it. Errors were also found at the level of translation of prepositions and particles. However, the greatest difficulty was the translation of agricultural terminology, the names of insects and plants were often translated incorrectly or not translated at all. In such cases, a significant amount of the translator's time was spent searching for correct equivalents. Problems also arose when checking household or dialect names of agricultural machinery parts, including dialect names of plants and insects. A special group of errors consists of syntax errors that occur due to the discrepancy between the rules of word order in the source and target languages: the location of parts of a sentence, the use of subordinate clauses, the use of constructions like "*um zu*" and "*damit*", sometimes the future tense of the original sentence was

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Thus, given the significant capabilities of machine translation systems, it is impossible to deny their growing role in the modern world, however, in the field of business relations, document management, and in situations where understanding, accuracy and responsibility are critical, the services of professional translators remain indispensable. The role of translation is increasingly dependent on modern processes of globalisation, which requires a modern translator to have information about the capabilities of computer tools and the ability to use them correctly and effectively to achieve the desired results. Further research could include an investigation of the impact of source text quality and complexity on machine translation performance and determining the conditions for ensuring the best results when using automatic systems.

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Conflict of Interest

None.

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Використання комп'ютерних інструментів у сучасному перекладі текстів аграрної галузі

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Анотація. Враховуючи зростаючу роль інтернету в міжнаціональному обміні інформацією, стрімко зростає попит на швидкий переклад як засіб комунікації. Задля задоволення потреб у сфері документообігу, науково-технічної документації та обміну досвідом, сучасні фахові перекладачі звертаються до програмних розробок для оптимізації своєї діяльності. Метою даної роботи став аналіз переваг та недоліків використання комп'ютерних інструментів при перекладі текстів аграрної галузі з німецької на українську мову, зокрема застосування систем машинного перекладу. Для дослідження було використано системи машинного перекладу Google та DeepL, та метод ручного оцінювання якості отриманого тексту. У науковій статті представлений огляд сучасних комп'ютерних інструментів та порівняльний аналіз проблемних аспектів перекладу текстів аграрної галузі з німецької на українську мову. За умов, що використання комп'ютерних інструментів сприймається як прояв технологічного прогресу та може значно підвищити продуктивність праці професійного перекладача, дане дослідження зосереджене на аналізі застосування комп'ютерних інструментів у перекладі текстів аграрної тематики з німецької мови на українську. Крім того, у роботі представлено порівняльний аналіз двох систем машинного перекладу та особливостей процесу постредагування. Зважаючи на те, що розповсюдження систем машинного перекладу та інших програмних продуктів в перекладацькій діяльності суттєво змінило традиційний підхід до роботи з текстом, дане дослідження націлене на виявлення труднощів при використанні у роботі комп'ютерних інструментів під час перекладу текстів аграрної галузі та шляхів їхньої корекції. За цих умов питання набуття навичок роботи з системами машинного перекладу стає дедалі актуальнішим. Практичне значення полягає у розвиненні компетенцій у сфері використання комп'ютерних інструментів у перекладацькій діяльності. Здобуті результати можуть бути корисними у подальших дослідженнях проблемних аспектів, з якими стикається перекладач під час роботи з ними та шляхів їх подолання

Ключові слова: постредагування; автоматизація перекладу; машинний переклад; комп'ютерний переклад; перекладацька пам'ять; вихідна мова; цільова мова

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Translation of modern German realities using DeepL

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Abstract. The relevance of this research lies in the increasing role of machine and automatic translation systems and their potential use as auxiliary tools for translators. This study aimed to explore the capabilities of the DeepL translation system in rendering the realities of contemporary German language into Ukrainian. A variety of research methods were employed, including analysis and synthesis, comparative and descriptive approaches, and generalisation. The findings revealed that the accuracy of translating realities using the DeepL system varies across thematic groups. The distribution of thematic groups, along with the number and proportion of accurately translated realities, is summarised in the accompanying tables. The highest accuracy was observed in the thematic group "Geographical Names", while the lowest (zero) was found in the group "Ironic Everyday Realities". The study determined that the most successful translations occurred with complex nouns (composites) when their meanings directly corresponded to the combined meanings of their components. Conversely, translation results were unsatisfactory when the meanings deviated from this direct correspondence. Abbreviations were left untranslated,

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requiring the translator to rely on background knowledge or conduct additional reference searches for accurate interpretation. Some accurate translations of realities were found in the DeepL system as transliterated matches. In certain cases, generalised versions of matches proved successful. However, realities from the past three years, despite being widely distributed across the Federal Republic of Germany, were translated incorrectly. For these, a descriptive translation approach is recommended. The results of this study can be utilised by translators to enhance the accuracy of translating texts containing cultural and linguistic realities

Keywords: machine translation; thematic groups; machine translation systems; German-language realities; adequate translation

Introduction

The relevance of this research stems from the growing need to enhance the efficiency of the translation process while maintaining its adequacy. This need is driven by the increasing volume of materials requiring translation to facilitate cooperation with foreign partners. The significance of the research is further underscored by Ukraine's ongoing integration into the European Union, which will necessitate the translation of numerous documents, regulations, directives, standards, and agreements. Machine translation systems, which can significantly accelerate the translation process, have seen a surge in interest over the past three years. However, questions remain regarding the effectiveness of these systems, particularly in light of the lexical nuances of different languages, the prevalence of specialised terminology, and the challenges posed by realia words. Since realia often present notable difficulties for translators, this study seeks to evaluate the suitability of the DeepL system for translating German-language realia into Ukrainian.

The increasing interest in using machine translation systems for texts across various domains can be attributed, in part, to their ability to enable specialists without foreign language proficiency to comprehend such texts. Researchers highlight the importance of these systems, especially for understanding scientific and technical texts (Kostikova *et al.*, 2019). A. Olkhovska & M. Lavrenova (2021) explored the potential for achieving high-quality translations of legal texts through machine translation systems, while N. Sopylyuk & I. Tsarenko (2019) conducted similar research on economic texts. The importance of these systems for translating legal and economic texts is also emphasized by foreign researchers (Mediavilla, 2024). In addition, G. Veselovska & S. Radetska (2021), along with B. Banitz (2020), proposed classifications of machine translation systems. The study of machine translation techniques has also been a subject of interest (Ryabova, 2024). Researchers have further addressed the significance of incorporating machine translation systems into the training of translators specializing in scientific and technical texts (Shilinska & Kuziv, 2022).

Researchers have identified various machine translation systems, including Google Translate, DeepL Translator, ModernMT, Apertium, and Trident, raising the question of whether these tools can fundamentally transform the work of translators (Pym & Torres-Simón, 2021). However, scholars like B. Rodríguez de Céspedes (2019) argue for integrating the study of these systems into translator training programmes. In recent years, publications focusing on the DeepL automatic translation system have begun to emerge, primarily authored by foreign researchers (Berger, 2018; Wyndham, 2021; Wang *et al.*, 2022).

Chinese researchers have examined the stability of systems like Google Translate (Lee *et al.*, 2020) and DeepL (Li *et al.*, 2023), highlighting the ability of neural network-based translation systems to self-learn and self-improve (Sun *et al.*, 2020). Nonetheless, the use of DeepL remains insufficiently explored, particularly concerning its effectiveness in translating the German-Ukrainian language pair, which calls for further research.

The classification and translation of realities occupy a prominent place in academic studies. Ya. Mukataeva (2022) identifies various types of modern German realities, including geographical (geographische), ethnographic (ethnographische), everyday (Alltagsrealia), historical (historische), social (gesellschaftliche), political (politische), military (militärische), architectural (architektonische), and religious (religiöse). Mukataeva asserts that realia words, as a distinct category of non-equivalent vocabulary, are particularly effective in conveying one nation's culture to another. Similarly, I. Kabachenko & I. Malashevska (2024) discuss the challenges of translating German realities, emphasising the need for a combination of linguistic and cultural competence, attention to semantic and cultural nuances, and the use of various resources to achieve accurate translations. A specific subset of realities is the so-called lacunae, which present unique translation challenges. Despite the growing body of literature on these topics, no prior research has investigated the use of the DeepL system for translating German-language realities.

This study aimed to assess the effectiveness of the DeepL system in translating German-language realities, categorised by thematic groups, into Ukrainian. The research tasks included collecting factual material, conducting an experimental evaluation of translations performed by the DeepL system, and determining its suitability for translating German realities into Ukrainian.

Materials and Methods

To achieve the goal, the following methods were used: the method of analysis and synthesis (for analysing factual material), comparative (for comparative analysis of counterparts in the language pair "German-Ukrainian"), descriptive (for explaining the results obtained), and generalisation (for formulating conclusions). The study was conducted on the basis of materials, the sources of which were the online publications Fokus Online, n-tv, Spiegel Online, Welt Online, and Sueddeutsche. The selection of realities was carried out using the method of continuous sampling from the texts of these online publications. Moreover, the topics of the texts varied, ranging from news reports to popular science articles. Based on the use of the methods of analysis and synthesis to process the collected factual material, the realities selected from the texts of online publications were grouped into 14 thematic groups, which differed in quantitative content: "Food and Drinks", "Clothing", "Housing", "Life", "Transport", "Shops and Restaurants", "Traditions and Customs", "Geographical Names", "Social Realities", "Political Realities", "Institutions and Establishments", "Linguistics", "Mythical Creatures/Fairy-tale Characters", and "Ironic Everyday Realities". The translation of the realities selected from the texts of the above-mentioned online publications was carried out using the DeepL system. Using the comparative method, the words-realities from the source texts were compared with the counterparts available in the DeepL system.

The comparative method enabled the determination of how closely the counterpart proposed by the DeepL system matched the meaning of the word-reality. Subsequently, conclusions were drawn for each specific reality about the possibility or impossibility of its translation from German into Ukrainian using the DeepL system. In cases where multiple equivalent variants were offered, the analysis method was applied to identify the most suc-

cessful option in terms of adequately reproducing the concept's content in the target language. Based on the analysis of the translation variants available in the DeepL system, the proportion of adequately translated realities was determined. Using the descriptive method, a detailed explanation of the results obtained during the translation of realities with the DeepL system was provided. The generalisation method was employed to visualise the results in two tables. These tables presented the distribution of all factual material – i.e., realities selected from online publications – by thematic groups, as well as the number and proportion of adequately translated realities for each thematic group relative to the total number of realities in that group. The generalisation method was also applied to identify patterns in the translation of realities across the thematic groups using the DeepL system, both within individual groups and collectively. Additionally, generalisation was used to formulate the overall conclusions of the study and to identify prospects for further scientific exploration of the research topic.

Results and Discussion

The study was based on the understanding of realities as words and expressions used to denote objects, phenomena, and concepts unique to a particular culture. Considering the diverse range of realia types, the collected examples were organised into thematic groups (Table 1).

Table 1. *Distribution of realities by thematic groups*

Thematic group	Number of examples
Food and drinks	34
Clothing	8
Housing	7
Life	11
Transport	14
Shops and Restaurants	9
Traditions and Customs	12
Geographical Names	24
Social Realities	14
Political Realities	11
Institutions and Establishments	8
Linguistics	5
Mythical Creatures/Fairy-tale Characters	10
Ironic Everyday Realities	12

Source: *developed by the authors based on research conducted*

After analysing the results obtained and illustrating them with some examples, it was found that most often the realities belong to the everyday life of speakers of a certain language and culture. Such words denote dishes, drinks, clothes, housing, transport, other household items and objects, as well as traditions and customs. In the thematic group "Food and Drinks", the vast majority of words were translated correctly, but with varying degrees of accuracy. For example, *die Schweinehaxe* – pork knuckle, *das Eisbein* – pork knuckle, *der Apfelwein* – cider, *die Limo* – lemonade, *der Lebkuchen* – gingerbread. It is worth noting that the word *das Eisbein* is mostly used in the north of Germany, and in general, die Schweinehaxe is more common in the territory of Germany. Nevertheless, the translation was carried out correctly. As for *der Lebkuchen*, the translation is also correct, but it is not an ordinary gingerbread. First of all, it is associated with the Christmas holidays, although now it

can be purchased at any time. For some names of dishes in the DeepL system, there are several translation options, which are either partially correct or generalised equivalents. Comparison: *der Eintopf* – stew, stew, soup, *die/das Brezel* – pretzel, bagel, gingerbread, donut, *der Döner* – kebab, kebab, *die Bockwurst* – sausage, bockwurst sausage, *die Carrywurst* – sausage, currywurst, meat sausage. In particular, the name *der Eintopf* literally means "one pot", which reflects the way this traditional dish was prepared: everything that was available was put in the pot – potatoes, cabbage, carrots, meat, mushrooms, beans. It served to feed the whole family and was both the first and second course. Therefore, it is incorrect to consider *der Eintopf* only as "stew", but it would be possible to conditionally call this thick soup a stew or a ragout. The pastry *die/das Brezel* is, in fact, a type of pretzel, so such a transformation as generalisation can be used in translation. As you can see, generalised equivalents also exist for such words as *der Döner, die Bockwurst,* and *die Carrywurst*. The names of some other traditional dishes in the DeepL system are proposed to be transliterated. For example, *der Hackepeter* – hackepeter, *Spätzle* – späzle, spätzle, *Maultaschen* – maltaschen, moltaschen, maultaschen. Transliterated equivalents are also in the list of proposed ones for *die Bockwurst* and *die Carrywurst*. Having analysed the translation of the words-reals that belong to the thematic group "Food and Drink", we can state that the DeepL system can be used to translate them for the purpose of general familiarization, except in cases of transliterated translation. After all, the words *hackepeter, spätzle, maultaschen* by themselves will not be clear to a user who has no idea what they are. On the other hand, for a more accurate translation, the translator needs to refine it, in particular by adding comments or using descriptive translation. For example, with regard to *Spätzle*, it is advisable to explain that this is a type of pasta made from raw dough, which is cooked right during production.

The name of the traditional women's clothing *das Dirndl*, which is typical of Bavaria and worn by the vast majority of Oktoberfest visitors, is also reproduced in the DeepL system when translated into Ukrainian by transliteration – *dirndl/dirndl'*. In the Federal Republic of Germany, as in any other country, there are various types of residential buildings. Some of these are specific to Germany and can be considered local realities, such as *das Fachwerkhaus* and *das Reihenhaus*. Using the DeepL system, the following translation options are provided: *das Fachwerkhaus* – half-timbered house, a house in the half-timbered style, *das Reihenhaus* – a house with a terrace. In the first case, the translation fully corresponds to the specific type of building. However, in the second case, a generalisation is observed.

A vivid example of a reality from the thematic group "Life" is the word die Biotonne, which clearly reflects the unique organisation of certain household processes in Germany. This term refers to the practise of sorting household waste, specifically organic waste, which is collected in separate containers known as die Biotonne. The DeepL system offers two translation options for this term in Ukrainian: trash can for organic waste or container for organic waste. Both options accurately convey the meaning of die Biotonne and are suitable for use when translating texts containing this term.

The thematic group "Transport" encompasses a wide range of realities – from the names of vehicles specific to the Federal Republic of Germany, which have no analogues in Ukraine or other countries, to the designations of individuals who are road users or transport users. In Germany, Austria, and Switzerland, one type of local public transport is the *S-Bahn*. According to reference sources, it is an electric railway system that serves local or regional rail transportation within cities and their surrounding

areas (Kirsche & Meinung, 1984). Even in the countries where it is used, the S-Bahn is considered difficult to classify because it occupies an intermediate position between urban public transport and regional rail systems. Consequently, it is not surprising that finding an equivalent for translation into Ukrainian is also challenging. The DeepL system offers the following options: *high-speed railway, high-speed electric train, or high-speed train S-Bahn*. Given the ambiguity of the S-Bahn's classification as a mode of transport, the most suitable option among these is *high-speed train,* although it does not fully capture the essence of the term. Another example is the type of train *ICE*, whose name is derived from *Intercity-Express*. This is a high-speed passenger train used for long-distance connections in Germany, Austria, and Switzerland. When attempting to translate the abbreviation using the DeepL system, the only option provided is *ICE*. If the translator possesses the necessary background knowledge, this option can be used in the target language, accompanied by a note or comment for clarification. However, if the translator is unfamiliar with this type of train, additional research will be required to adequately render the term in Ukrainian.

The thematic group "Transport" includes several noun-realia used to denote road users. One example is the word der Geisterfahrer, which refers to a driver who travels in the oncoming lane, i.e., against the flow of traffic on a road with a divided carriageway. While such drivers exist not only in Germany but also in Ukraine, the Ukrainian language lacks a specific term to denote this category of drivers. The DeepL system offers two options: ghost driver and driver-ghost. However, in the opinion of the authors of this study, neither option is appropriate in this context. Instead, a descriptive translation should be employed. Another category of transport-related realia is die Pendler (singular: der Pendler), which refers to individuals who regularly commute long distances to work, typically travelling from a suburb or even another district into the city. According to the statistical agency Destatis, 40% of the employed population in Germany were classified as commuters based on the 2022 microcensus (Berufspendler, 2022). Translating der Pendler using the DeepL system yields the option suburban, which is not an adequate equivalent. As with der Geisterfahrer, a descriptive translation or a comment explaining the concept to Ukrainian readers would be the most appropriate approach for conveying the meaning of this term.

One of the newly created realities of the modern German language is *das Deutschlandticket*. This term emerged in the summer of 2022, meaning it has existed for less than three years, but it is already widely used across Germany. It refers to a travel ticket sold at a special low price, allowing passengers to use urban public and regional transport throughout the country. By purchasing this ticket, passengers can travel in different cities and on various types of local public transport. When *das Deutschlandticket* was introduced in 2022, it cost only 9 euros and was valid for three summer months. In 2023 and 2024, the cost and purchasing conditions changed: the ticket now costs 49 euros and is available by subscription. This ticket is highly specific to Germany, but to ensure readers from other countries understand its concept, a relatively detailed explanation is required. Regarding translation with DeepL, the system fails to provide a suitable equivalent. The suggested options are: *ticket to Germany, ticket in Germany, airline ticket to Germany.* As shown, none of these options correspond to the actual meaning of *das Deutschlandticket*, and the last one, in particular, could completely mislead the user, potentially causing misunderstandings.

Consumers in any country visit gastronomic establishments and shops, but some of these may be unique to a specific country and have no analogues elsewhere. The following are examples from the thematic group "Shops and Restaurants". Traditional and widespread

in the Federal Republic of Germany are shops called *die Drogerie*, which sell hygiene products, small household goods, a limited selection of drinks and sweets, and over-the-counter medicines. While similar, though not identical, chain stores now exist in Ukraine, there is no specific term in Ukrainian to distinguish them from other types of retail enterprises. The DeepL system provides two translation options: *pharmacy and haberdashery (mainly) store* and *pharmacy*. The option *pharmacy* is unsuitable, as it misleads the user, since *die Drogerie* is not a pharmacy. The first option, however, fairly accurately reflects the range of products sold in such stores and can be recommended for use in translation. One of the traditional gastronomic establishments in German-speaking countries is *die Kneipe*, which DeepL translates as *pub*. While *die Kneipe* is somewhat similar to a pub – offering a limited menu of snacks and drinks – it is not entirely equivalent to a pub in the British sense. Additionally, the concept of a pub is a cultural reality specific to British traditions and carries its own distinct characteristics. Despite these differences, using *pub* as a translation for *die Kneipe* can help users understand the general type of establishment and decide whether it aligns with their needs or if they should seek an alternative.

Special interest is often observed in the manifestations of another culture, particularly in its traditions and customs. Some examples of such cultural distinctions are significant, as there are notable differences between Ukrainian culture and that of German-speaking countries. In Ukrainian culture, it is customary to celebrate the New Year on New Year's Eve. Germans also celebrate this occasion, but the name of the holiday, *der Silvester*, slightly shifts the focus of the celebration in time. Der Silvester refers to the last day of the year according to the Gregorian calendar, coinciding with the feast day of Pope Sylvester I, which is why it carries this name. Thus, the celebration in Germany is centred on December 31, not specifically on New Year's Eve. The DeepL system provides the following translation options for *der Silvester*: *New Year's Night, New Year's Eve, on New Year's Eve*. If we do not detail the cultural differences, these options are generally acceptable, as they convey the idea of New Year's celebrations in the sense of the year changing, avoiding potential misunderstandings.

A typical German tradition is to celebrate not only Christmas but also the period leading up to it. This begins four weeks before Christmas Eve and is marked every Sunday as the first Advent, second Advent, and so on, culminating on Christmas Eve. In Ukrainian culture, there is no equivalent holiday for der Advent, and the word *advent* is typically used in translations, often accompanied by an explanation of its meaning. Interestingly, a few months ago, the DeepL system offered *appearance* and *arrival* as translation options for this word. From an etymological perspective, these options are linguistically accurate, as *advent* derives from the Latin *adventus*, meaning *arrival*. However, in the context of the tradition of anticipating Christmas, these translations are inappropriate. Currently, DeepL offers two options for *der Advent*: *Christmas* and *advent*. The first option cannot be used, as it would be a factual error; *der Advent* refers not to Christmas itself but to the period leading up to it – a pre-Christmas season marked by specific traditions. For example, the Sundays of Advent are observed with distinctive features, such as a wreath with one candle lit on the first Advent, two on the second, and so forth. Therefore, the second option is recommended, accompanied by a comment or explanatory note to clarify the essence of this tradition for the user.

When considering traditions in Germany, it is impossible to overlook das Oktoberfest, the largest folklore festival in the world and thus widely recognised internationally. Due to its global fame, the term "Oktoberfest" has long been adopted into the Ukrainian language, making it unnecessary to explain its meaning.

At the same time, it is important to note that many other traditional festivals are held in Germany, some of which are well-known within the country or in neighboring regions. The relatively large number of such festivals can be attributed to Germany's historical division into many states, each with its own language, culture, and traditions. In these cases, however, additional commentary will often be necessary when translating their names. For example, *das Lullusfest* is the oldest folk festival in Germany, established in 852. It is dedicated to the memory of Archbishop Lull, the founder of the city of Bad Hersfeld. The festival lasts for a week and includes traditional events rooted in medieval customs, such as the ceremonial lighting of a pile of wood, known as the Lullus fire, in the market square. Historically, this fire symbolised exemption from municipal taxes during the festival. The translation options provided by DeepL for das Lullusfest are: *Lullusfest, festival Lullus, Lullus festival*. By analogy with "Oktoberfest", the term "Lullusfest" can be used. However, as noted, it is advisable to include a comment.

Geographical names, as a distinct type of reality, generally do not pose significant difficulties in translation, although they may sometimes require additional explanations. For example, *das Wattenmeer* has the DeepL equivalents *Wadden Sea* and *Wattensk Sea*. Both options are correct and can be used in translation. However, it is advisable to note that *das Wattenmeer* is not a sea in the full sense of the term. It refers to a shallow area of the Atlantic Ocean off the coasts of Denmark, Germany, and the Netherlands, commonly known in Northern Europe as the Wadden Sea. Similarly, for the unique area der Spreewald, located in the federal state of Brandenburg and known for its numerous river channels and floodplain meadows, DeepL provides the following translation options: *Spreiwald* and *Spreewald*. Since these options are nearly identical, they do not present challenges in translation. However, to provide better context, it would be helpful to explain the significance of the Spreewald area in Germany, such as why it attracts visitors who travel through its waterways by boat.

The thematic group "Social Realities" encompasses phenomena specific to Germany for certain population categories within the framework of the social security system. An example is the basic state social assistance *das Bürgergeld*, provided to unemployed individuals through the employment centre. When attempting to translate this term using DeepL, the system offers the options *citizen's income* and *income of citizens*. Analysing these results, it is evident that the translation is an adapted literal rendering of the components: *der Bürger* (citizen) and *das Geld* (money). To produce an adequate translation, however, background knowledge of the German social security system is required, particularly regarding how das Bürgergeld functions as part of the welfare framework. Another term in the social sphere of Germany is *der/die Asylsuchende*, which refers to a person intending to apply for international protection in another country. The DeepL system suggests the options *asylum seeker* and *seeker of the asylum*. These translations are accurate and generally align with the meaning of the German term.

As in other countries, the Federal Republic of Germany has specific laws, norms, and rules that regulate employment-related issues, including employees' rights in the workplace and the services or benefits provided to them. In Germany, as elsewhere, employees often have the right to take a day or two of vacation to create a so-called "long weekend", thereby increasing the number of uninterrupted days off, such as during holidays. This practise is commonly used by employees of German companies when one or two working days fall between regular weekends and holidays, separating them. Such a day is referred to as der Brückentag, signifying that this working day acts as a "bridge" between non-working days. The DeepL system offers the

following translation options: bridge day and day of bridges. As with the translation of das Bürgergeld, the system provides a literal rendering of the word's components: die Brücke (bridge) and der Tag (day). However, accurately translating the concept of der Brückentag requires the translator to have some knowledge of social realities in German-speaking countries or, at the very least, to conduct research to fully understand the term and provide an appropriate translation.

The realities of political life in the Federal Republic of Germany are not always easy to render in Ukrainian. For instance, if a person holding a specific position (ranging from the Federal Chancellor to the mayor of a German city) runs for a second term, nominates their candidacy for re-election, and then loses, the terms *die Abwahl* and *abwählen* are used. These words indicate that the candidate did not receive the required number of votes and was not re-elected. While such a phenomenon – losing re-election – also exists in Ukraine, there is no single word in Ukrainian to denote it. The DeepL system provides the following equivalents for *die Abwahl*: *refusal of elections* and *withdrawal from elections*. These options are misleading and cannot be relied upon, as they inaccurately suggest that the candidate voluntarily withdrew their candidacy, which is not the case. Therefore, neither *refusal of elections* nor *withdrawal from elections* can be used. Interestingly, among the options for translating the verb *abwählen*, the DeepL system also offers to *cancel the choice*. While this translation does not fully capture the meaning – since it implies reversing an already made decision rather than not being chosen – it may still be usable in certain contexts, provided the discussion is clear enough to avoid misunderstanding. On the other hand, there are political concepts whose translation using DeepL is adequate. For example, Federal Chancellor Olaf Scholz referred to society experiencing *die Zeitwende*. DeepL offers two translation options for this term: *critical point* and *turning point*. Both are accurate and can be used for adequate translation. This success is likely due to the proper rendering of the components of this compound noun: *die Zeit* (time) and *die Wende* (turn).

A separate group of realities comprises the names of institutions and establishments. The most well-known among them generally pose no difficulties in translation, as the DeepL system provides adequate Ukrainian equivalents. For example, *der Bundestag* is translated as Bundestag, which is widely recognised as the constitutional and legislative body of the Federal Republic of Germany. For some institutions, the DeepL system offers multiple translation options that can be used. For instance, d*as Gesundheitsamt* – department of health, office of health, health department. However, there are cases where the options provided by DeepL do not fully capture the essence of the German reality. This is particularly common in the field of education. For example, *das Studienkolleg* is translated as *training college*. In reality, *das Studienkolleg* in German-speaking countries (Germany, Austria, Switzerland) refers to a preparatory course designed to qualify students for university admission. It is intended for those whose secondary education certificates are not recognised as equivalent to the Abitur (maturity certificate). While it is indeed a state educational institution, it is more than just a one-year preparatory course for university entry in a chosen specialty. Additionally, the term *preparatory college* is used on the official website of the German Academic Exchange Service (Deutscher Akademischer Austauschdienst (DAAD).

Linguistic terms that have recently entered the German language to denote new linguistic phenomena are of particular interest. For example, over the past decade, the term *die Jugendsprache* has become increasingly prevalent. DeepL provides two translation options: *youth language* and *language of youth*. It should

be noted that the equivalent *youth slang* is sometimes used, although this option is not included in the DeepL system. Nevertheless, the more commonly accepted term is *youth language*, which refers to modes of communication or linguistic patterns employed by various groups of young people. German linguists frequently criticise the spread of a phenomenon known as Denglisch in German-speaking regions. This term, formed by merging and shortening Deutsch (German) and Englisch (English), reflects the increasing use of Anglicisms and pseudo-Anglicisms within the German language. In German linguistics, *Denglisch* is often used in a pejorative sense, predominantly as a term of criticism. DeepL offers only the transliterated version, *Denglish*, as a translation for this term. Consequently, a translator must provide additional context by including a note or comment to clarify the essence of the phenomenon.

The thematic group "Mythical creatures/ fairy-tale characters", despite initial concerns about potential challenges, turned out to be relatively straightforward to translate. Examples include: *das Rotkäppchen* – Little Red Riding Hood, *das Aschenputtel* – Cinderella, *der Weihnachtsmann* – Santa Claus. These realities are translated accurately by the DeepL system, as they have well-established equivalents in the Ukrainian language. This is due to the long-standing tradition of translating and publishing fairy tales, which are widely read in Ukrainian. A separate thematic group, "Ironic everyday realities", consists of German words commonly used in everyday communication to describe various phenomena, objects, or people. Attempting to translate these terms using DeepL reveals significant challenges, as shown by the following example: in Germany, avid readers are humorously referred to as *die Leseratte*. DeepL translates this as *bookworm,* which is technically correct. However, the translator must understand the cultural nuance of this term, as it is a humorous and ironic designation for someone who reads extensively, rather than a term that might be interpreted as pejorative, such as *nerd*.

During the coronavirus pandemic, Germany experienced a phenomenon of mass purchases of various consumer goods, particularly non-perishable food products – behaviour that is not typically associated with German residents. However, driven by fears of supply disruptions and potential shortages, people began stockpiling food and everyday items. To describe such purchases, the term die Hamsterkäufe emerged, drawing an analogy with hamsters' habit of hoarding food. Logically, this term could be translated as mass purchases, accompanied by a comment explaining the nature of these purchases and the context in which they occurred. The DeepL system, however, offers a single translation for die Hamsterkäufe: shopping for hamsters. This is an instance where the system translates the components of a compound noun but fails to convey its figurative meaning. A similar issue arises with the term das Drachenfutter, which DeepL translates as dragon food. In reality, this term refers to delicacies or gifts that a man brings home to appease his partner – humorously referred to as domestic dragon. Similar translation challenges are observed with other words used as ironic designations in everyday language. For example: die Helikoptereltern is translated as "helicopter parents", which accurately conveys the meaning of overly attentive and protective parents; die Idiotenprüfung has the DeepL options "idiotism test" and "idiot test". This term refers to a test required for drivers who wish to renew their driver's licence after it has been revoked due to repeated traffic violations. While these translations may seem odd, they carry an implicit association: drivers repeatedly fined for violations yet failing to learn from their mistakes might be humorously referred to as "idiots". The results of these attempts to translate realities using the DeepL system are summarised in Table 2.

Table 2. *Number and proportion of adequately translated realities using DeepL system*

Thematic group	Number of adequately translated realities	Share of adequately translated realities (%)
Food and drinks	26	76
Clothing	6	75
Housing	5	71
Life	8	73
Transport	7	50
Shops and Restaurants	5	56
Traditions and Customs	8	67
Geographical Names	22	92
Social Realities	7	50
Political Realities	6	55
Institutions and Establishments	4	50
Linguistics	2	40
Mythical Creatures/Fairy-tale Characters	9	90
Ironic Everyday Realities	0	0

Source: *created by the authors based on research conducted*

An analysis of the share of adequately translated realities reveals significant variation across thematic groups, ranging from 0% to 92%. The lowest result (0%) is observed in the group "Ironic everyday realities", which comprises words from everyday speech used figuratively to ironically or humorously refer to specific persons, objects, phenomena, events, and so on. In contrast, the highest results were achieved in the thematic groups "Mythical creatures/fairy-tale characters" (90%) and "Geographical names" (92%). This can be attributed to the stability of words and expressions in these groups, which, firstly, have been in use in the German language for a longer time, and secondly, have clear counterparts documented in dictionaries, encyclopedias, or other reliable sources.

When discussing research on a similar topic, special attention is given to studies exploring the impact of translation technologies on the translation process and its outcomes (Doherty, 2016), particularly regarding error correction (Yvette *et al.*, 2019). Researchers G. Veselovska & S. Radetska (2021) examined different types of machine translation systems, including: rule-based machine translation, which relies on linguistic information about the source and target languages, such as dictionaries and grammars; statistical machine translation, which is based on analysing large volumes of bilingual text pairs; hybrid systems, which combine rule-based and statistical approaches.

The authors emphasise the growing popularity of hybrid approaches. At the same time, they note that machine translation systems work qualitatively mainly at the level of word combinations. B. Banitz (2020) conducted a comparative assessment of text translations using the Systran and Google Translate systems, with Google Translate proving to be better. In the context of the study, the author's conclusion is important: despite the relatively good quality of Google's translation of texts into German, the result was perceived as "somewhat non-native German". In addition, general-purpose machine translation systems are not suitable for certain types of text, especially creative ones. The author K. Ryabova (2024) studied the impact of machine translation performed by Systran, O. translator, and M-translate on the quality of translation of legal texts. According to the author, the quality of translations produced by these three systems turned out to be approximately the same, as well as typical errors in the translation of

modal verbs, adverbs, and prepositional phrases. None of the systems provides a complete high-quality translation of legal texts but can be used for general familiarization. According to P. Maslianko & E. Sielskyi (2021), there are relatively few popular developers of machine translation systems on the market.

The adequacy of the translation of realities – and consequently, the overall quality of the translated text – varies across thematic groups. The challenges encountered when using the DeepL system to translate realities are primarily associated with the translation of abbreviations and words used figuratively.

Conclusions

The conducted study has demonstrated the feasibility of using the DeepL system to translate real words from German into Ukrainian. However, the quality of translation largely depends on the thematic group to which a particular real word belongs. It is not possible to fully rely on the DeepL system for translating real words, even when post-editing the translated text is applied. Based on the obtained results, it is concluded that the DeepL system can generally serve as a useful tool in the translation process, particularly for real words. Nevertheless, its effectiveness is limited by factors such as the thematic group of the real words, their frequency of use, the time of their emergence, and their geographical distribution within German-speaking regions. Additionally, whether the real word carries a direct or figurative meaning significantly influences the system's performance; in the latter case, the effectiveness of the DeepL system is considerably reduced.

In some cases, the system's suggested matches are generalised or transliterated variants. While these may be acceptable for certain uses, the level of translation adequacy may be compromised. To achieve an accurate translation, the translator must possess relevant background knowledge and the ability to conduct additional research. For objects and phenomena lacking equivalents in the Ukrainian language, additional explanation is often necessary, making the descriptive translation method advisable. Future research could focus on comparing the results of translations performed using several machine translation systems. In particular, exploring the comparative effectiveness of the DeepL system versus other similar systems appears to be a promising direction.

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Conflict of Interest

None.

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Переклад реалій сучасної німецької мови з використанням системи DeepL

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Анотація. Актуальність теми дослідження зумовлена зростанням ролі систем машинного/автоматичного перекладу і можливістю їх використання перекладачем як допоміжних інструментів під час виконання перекладу. Метою статті було вивчення можливостей використання системи DeepL для перекладу реалій сучасної німецької мови українською мовою. Під час проведення дослідження був застосований комплекс методів: метод аналізу і синтезу, зіставний і описовий методи, узагальнення. Встановлено, що частка реалій, адекватно перекладених за допомогою системи DeepL, варіюється в залежності від тематичної групи. Розподіл за тематичними групами, а також кількість і частка адекватно перекладених реалій у системі DeepL, узагальнені у відповідних таблицях. Найвищий показник отримано у тематичній групі «Географічні назви», а найнижчий (нульовий) у тематичній групі «Іронічні повсякденні реалії». Визначено, що найбільш вдалими варіантами перекладу були відповідники складних іменників (композитів), якщо їх значення відповідало комбінації значень складників і при цьому було прямим. У іншому випадку отриманий результат був незадовільним. Абревіатури залишались у незмінному вигляді, тому для їх вірного перекладу перекладачеві необхідно мати фонові знання або здійснити додаткові пошуки довідкової інформації. Частина правильних варіантів перекладу реалій наявна у системі DeepL у вигляді відповідників, отриманих шляхом транслітерації. У окремих випадках вдалими виявились відповідники, які були генералізованими варіантами. Реалії останніх трьох років, незважаючи на їх розповсюдження на всій території Федеративної Республіки Німеччини, були перекладені невірно. Для їх перекладу доцільно використати описовий спосіб. Отримані результати можуть бути використані перекладачами у процесі виконання перекладу текстів, які містять реалії

Ключові слова: автоматичний переклад; тематичні групи; системи машинного перекладу; німецькомовні реалії; адекватний переклад

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Food euphemisms: Psychological and social aspects

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Abstract. The article drawed attention to the importance of studying euphemisms that are actively used in the production and processing of livestock products to conceal or mitigate information that may cause negative associations among consumers. The purpose of the study was to investigate the psychological and social aspects of the use of euphemisms in the field of production and consumption. The study used descriptive-analytical, comparative, lexical-semantic and discourse methods to analyse euphemisms in the context of their structural, functional, cultural and communicative features. The article focused on how euphemistic language influences consumers' perception of products, promotes the formation of positive associations and allows avoiding ethical and moral issues related to production processes. The mechanisms of influence of euphemisms on psychological comfort, risk perception and decision-making were described. The social factors that contribute to the spread of euphemisms in marketing communication, including social norms and the desire for emotional protection, were analysed. The article described approaches that include linguistic analysis, cognitive and socio-psychological methods that allow to study the role of euphemisms in shaping consumer perception and decision-making. Particular attention was paid to the methods of corpus analysis of texts, experimental surveys and analysis of consumer behavioural reactions to certain euphemistic expressions, such as "ecological", "useful", "recycling" and "premium". The article highlighted the role of euphemisms as a tool for manipulating and influencing consumer decisions, as well as their impact on the ethical responsibility of producers

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who are both directly and indirectly involved in concealing ethical and environmental problems related to production. An analysis of the effectiveness of these language strategies and their impact on consumer perceptions of food products is proposed, which is of practical importance for improving communications in the field of production and marketing

Keywords: behaviour; correctness; manipulation; roundabout expressions; interpretation; association

Introduction

Food production and consumption, being deeply intertwined with Ukraine's agricultural economy, make euphemistic language a strategic tool for promoting products both domestically and internationally. Euphemisms often serve to reduce negative perceptions associated with food industries or practices, making them more acceptable to the public. This is particularly relevant due to their impact on consumer perception, marketing strategies, and ethical considerations. Social aspects reflect society's cultural attitudes and taboos. Linguistic strategies in this case influence consumer behaviour by shaping decision-making. Ethical norms, in turn, help to alleviate emotional discomfort by distancing individuals from distressing topics, avoiding cognitive dissonance and framing food in ways that make it more mentally and emotionally acceptable to consumers. Understanding the various aspects of euphemism usage provides valuable insights into their impact on communication and decision-making processes.Ukrainian and foreign researchers have been working on this issue. The origin of euphemisms and the process of euphemisation stem from human nature and can be traced back to evolution, as reported by S. Naumenko & M. Kryvonis (2023). The tendency to soften language is typical of human nature and continues to evolve. Thus, when discussing the process, it is important not to exclude its cultural aspect, which cannot be separated from social and psychological dimensions. V.B. Velykoroda (2017) highlights the structural and semantic characteristics of euphemisms within the Ukrainian language and examines the ways euphemisms are created and integrated into the language. However, their nature and functions vary significantly depending on cultural and linguistic contexts. Despite existing research, a comparative analysis of euphemistic practices across different languages and cultures could offer deeper insights into universal and culture-specific features of euphemism use. According to A.C. Walker *et al*. (2021), it is crucial to comprehend the effects of linguistic manipulation in both high- and low-ambiguity situations to enhance understanding of how language can strategically influence people's perceptions of significant and highly controversial actions. People generally assess the reliability of information only when it challenges their existing beliefs or when they have a specific motivation to do so, in the opinion of D.M. Lazer *et al*. (2018).

In most other cases, they are inclined to accept information without critical evaluation. This creates opportunities for producers to manipulate information, as noted in the article. Yu.V. Yelovska (2017) focused on the cultural and linguistic aspects of euphemisms in the Ukrainian language and categorised taboos into those related to verbal communication and those associated with general human behaviour, providing insights into ethnospecific features. Ch. Felt & E. Riloff (2020) focused on identifying euphemisms and dysphemisms, noting that euphemisms are used to make less desirable foods seem more enticing, while dysphemisms may help avoid or discourage

certain perceptions. Euphemisms serve to soften or obscure the true nature of a situation, making it more palatable or less uncomfortable. In contrast, dysphemisms are intended to intensify negative perceptions. By examining linguistic strategies, K. Burridge (2012) highlighted how language preserves the dignity of individuals and reflects cultural perceptions. The article underscores the influence of psychological and societal factors on the development and use of euphemisms. F.S. Tsai & X.W. Wen (2021) emphasised how language and communication strategies influence perceptions of food safety and consumption practices. This is also discussed in the article, particularly regarding how euphemistic expressions are used in food advertising and everyday communication to shape consumer perceptions and cultural norms around food consumption. The research aimed to explore how language shapes perceptions and behaviours around food through the following tasks:

- to understand how euphemisms influence consumer behaviour;
- to analyse the functions and methods of euphemism formation in the English language;
- to identify the areas of their use in everyday consumption discourse and examine the psychological and social factors regulating the choice of alternatives.

Materials and Methods

The descriptive analytical method was used to identify and describe the structural and functional characteristics of euphemisms based on their theoretical features. This approach was employed to analyse how these expressions are constructed and how their forms differ depending on cultural or linguistic contexts. It proved effective in understanding the role of euphemisms in shaping consumer perceptions, masking undesirable qualities of food products, and adhering to social norms of politeness and marketing strategies. Linguistic manipulation in food was identified through ingredient lists, packaged food labels, menus across cuisines, marketing campaigns, and social media posts. Terms commonly found across multiple materials, specifically related to food discourse and consumer communication, were analysed for their reflection on cultural norms, traditions, or trends in food consumption. These served as the primary criteria for analysis.

Additionally, the research employed the comparative method, which highlights cultural attitudes and values associated with food, allowing the study to compare euphemisms across languages, cultures, or historical periods to identify both similarities and differences in their pragmatic functions. These ranged from mitigating negative connotations to enhancing appeal. Cultural differences in food naming reflect cultural attitudes towards products and preferences across different demographic groups. Terms that reflect unique cultural values, traditions, or differences in meaning, function, or emotional impact across languages or regions were used as criteria for selection to gain a better understanding of communicative functions.

The lexical-semantic method focused on the lexical and semantic features of food euphemisms and examined the relationships between words, their meanings, and how these meanings shift depending on context or culture. Connotations and terminology were collected from dictionaries, cookbooks, thesauri, advertising materials, and online reviews. The criteria for analysis were based on the discourse method, which studies communication and how language achieves effects in specific contexts. Euphemisms were analysed not only as linguistic phenomena but also as tools that influence and reflect human interaction and societal norms.

Results and Discussion

The term “euphemism” first appeared in 1656 in Thomas Blount’s book Glossographia. It originates from the Greek word euphèmismos, meaning “of good omen”. From an etymological perspective, euphemisms are closely associated

with taboos and traditionally involve substituting an original term, deemed offensive or unpleasant, with a less direct or softer alternative. Euphemisms are often described as a "veil" or "shroud" placed over the original meaning to obscure it or make it less uncomfortable for the speaker. This is particularly evident in practices such as doublespeak, where language is intentionally softened or disguised.

According to Merriam-Webster's (2023) online dictionary, the term "euphemism" refers to "the substitution of an agreeable or inoffensive expression for one that may offend or suggest something unpleasant" as well as to "the expression so substituted". The "veiling" subtype aligns closely with Merriam-Webster's definition, describing expressions – often related to religion, mentality, health beliefs, cultural norms, and similar areas – that are avoided because they are considered taboo within a particular speech community. In contrast, the "concealing" subtype refers to euphemisms intentionally used by a speaker to influence or, in some cases, manipulate the listener. While traditional linguistic research on euphemisms has largely focused on the "veiling" subtype, the "concealing" subtype is particularly significant in the context of studying economic and business language.

Human nature is inclined to prefer hearing positive or agreeable things, even if they are not entirely truthful, as long as they do not cause offence. People tend to reject information that contradicts their beliefs, as they strive to remain in a state of cognitive comfort. As a result, individuals naturally gravitate toward hearing or seeing what aligns with their desires and expectations. Euphemism, being both a psychological and social phenomenon, serves as a means of softening communication, helping speakers avoid causing discomfort or embarrassment to their audience through directness. Euphemisms are universally present, found in nearly every language, speech community, and social class, as most cultures have concepts or topics that people prefer not to address explicitly. As observed, humans can accept information that coincides with existing beliefs or desires. Euphemisms can affirm positive or neutral views toward something that might otherwise seem negative, allowing individuals to avoid confronting unpleasant truths. People tend to seek emotional comfort and often place trust in positive figures. A combination of psychological factors, such as deviation from objective reality, emotional needs, social expectations, and trust in authority, leads to collective acceptance. From a psychological perspective, fear is a basic emotional response to a perceived threat or danger. It may also contribute to feelings of disgust, as suggested by studies investigating reactions to certain products. In this context, euphemisms are used to disguise the purpose of something, particularly when it is an unpleasant or uncomfortable topic. This could be because the speaker wishes to avoid causing offence or distress or because they do not want to draw attention to the subject. Euphemisms can also be employed by businesses to make their actions appear more acceptable or palatable to customers – in other words, more tasty, appetising, and visually appealing.

Euphemisms highlight an intriguing aspect of human psychology: the willingness to accept a form of deception that provides emotional comfort and preserves social harmony. Through euphemistic language, individuals can avoid difficult conversations, protect their selfimage, and signal social awareness. However, the use of euphemisms can be a doubleedged sword; while they soften harsh realities, they may also obscure the truth, creating a false sense of security. Ultimately, the human preference for euphemisms reflects a desire for balance – between honesty and compassion, directness and sensitivity, clarity and comfort.

In the opinion of some researchers, the social factor refers to the set of ethical principles, values, and beliefs that guide an individual's behaviour and decision-making processes.

Moral constraints act as internal regulations that shape how a person perceives right and wrong, influencing actions and interactions with others. Social conformity can lead individuals to identify certain areas or topics they believe may provoke discomfort or conflict, creating a personal taboo zone. The concept of unacceptability implies the presence of a negative characteristic that causes negative associations. Negative associations can arise from various factors that influence an individual's perceptions and emotional responses to certain stimuli, ideas, or experiences. In turn, the paradox of euphemisation in the business environment is that euphemisms, as a form of masking facts of reality, can simultaneously act as markers of "problem" zones, often highlighting the absence of social welfare. The types of food consumed by one culture may be regarded with contempt by another, reflecting the increasing prominence of ethnic preferences (Allan & Burridge, 2006).

Z. Kunch (2022) provides a comprehensive view of euphemisms as dynamic linguistic tools that help individuals navigate social interactions, reflect cultural values, and manage potentially sensitive topics. Her study emphasises that euphemisms are not merely linguistic devices; they are deeply intertwined with cultural norms and social strategies. By studying euphemisms, author shed light on the ways language evolves to serve complex communicative needs, showing that euphemistic language reflects society's shifting sensitivities and values. Her research contributes significantly to the understanding of how language can both conceal and reveal deeper social and cultural truths, particularly focusing on their role in communication, cultural norms, and social contexts. Her article explores how euphemisms function as linguistic tools that allow speakers to navigate sensitive topics, reflect on social aspects, and represent collective values and beliefs. By examining various contexts of euphemisms, Z. Kunch's research provides insights into how language serves as a solution for uncomfortable or taboo subjects and as a means of indirect expression. Her research also demonstrates how euphemisms align with social norms of politeness, particularly in cultures that value indirect communication.Euphemisms serve as an effective communication tool, enabling speakers to convey difficult messages in a polite and non-offensive manner. By using such expressions, speakers can avoid causing emotional discomfort, demonstrate respect for differing perspectives, and maintain a tactful and diplomatic tone. As a form of figurative language, euphemisms substitute terms with negative connotations for alternatives that are more neutral or even positive. The use of euphemisms is closely tied to cultural norms, reflecting the values and practices of a particular society. Typically, euphemisms are employed in speech or writing for three key purposes: achieving rhetorical effect, softening the impact of statements, and avoiding sensitive topics altogether.

Following this, food euphemisms can take many forms, from humorous phrases to more serious substitutions. For example, calling a dish "*gourmet*" instead of "expensive" or referring to a calorie-dense dessert as "*indulgent*" can change the perception of the food experience. These euphemisms allow individuals to navigate social situations more comfortably, particularly in contexts where food choices may be scrutinised. For instance, the word "*cook*" traditionally refers to the process of preparing food but avoids direct connotations of "killing", which may deviate from usual culinary imagery (Holder, 2008). Food and restaurant euphemisms reveal much about how language shapes dining experiences, aligning with cultural values, culinary trends, and consumer psychology. By rephrasing dishes, ingredients, and techniques, the food industry can not only make dishes sound more appetising but also enhance their perceived value while aligning

with health-conscious trends. These euphemisms play a crucial role in making dining an experience that goes beyond the food itself, appealing to emotions, ideals, and the desire for a positive experience.

There are many means of perceiving euphemisms used to attract customers, such as visual, oral, mental, and auditory, which include how an individual recognises and interprets sensory information. This process may occur in five stages: stimulation, organisation, interpretation-evaluation, identification, and recall. In the food industry, advertising plays a vital role. Consumers become an integral part of euphemism formation. In other words, most brands saturate consumer consciousness with various myths oriented towards motivational needs, thereby enhancing personal esteem (Kravchenko & Shanaieva-Tsymbal, 2023). In the research, the euphemism "Golden Age" is a mythological expression that relates to the name of a jewellery brand used in Ukraine, as well as a company producing food products. In advertising, this expression is presented in a manner that sounds mysterious and particularly pleasing to the senses. Some businesses use it to evoke positive associations with a time of great happiness, success, harmony, and stability. However, if the listener knows the true meaning, it could create confusion and be perceived as a form of dishonesty, since the phrase "golden age" traditionally refers to old age or a past period of imagined prosperity.

According to research, when examining food euphemisms, they often invoke something sacred or euphemistic, making them more intriguing and symbolic. Euphemisms function as a ritual of meaning transformation, reflecting how societies create and maintain sacred and profane spheres, and how these distinctions influence collective identity and cultural values. L. Huang (2019) focused on the use of food euphemisms in specific cultural contexts, observing that such terms often carry deep symbolic meaning. For example, Huang observed that words like "longevity noodles" or "dragon fruit" are rooted in tradition and mythology. This suggests that euphemisms are not only linguistic tools to soften or obscure the meaning of certain concepts but are also deeply tied to the speaker's intentions and cultural heritage.

Polish sociologist P. Sztompka (2008) has made a significant contribution to the understanding of sacrum and profanum within the social sphere. His study examines how the sacred (sacrum) and secular or profane (profanum) influence social structures, public behaviour, and culture. P. Sztompka argues that trust is an essential component of social cohesion, as it allows individuals to cooperate and engage collectively. The connection between sacred values and social trust is evident. By contrast, profane elements, though essential to daily life, do not command the collective respect and emotional investment associated with the sacred. In this context, euphemisms are defined as sacrum and trust-inducing, often due to their nuanced and mysterious descriptions, accompanied by covert intentions to influence people. L. Marino (2017), a semiotician and cultural theorist, argued that food operates as a system of signs and viewed food language as a reflection of cultural values, where euphemisms symbolise social codes and personal identity. Therefore, the use of food euphemisms reveals deep-seated cultural attitudes towards morality and social status. In modern society, understanding the psychology of consumption is a key factor for successful business. Customer behaviour is a crucial psychological factor influencing choice, desire, and decision-making. Research has shown that consumers are more likely to purchase products that are framed positively. For example, labelling a food item as "*premium*" rather than "expensive" can shape consumer perception, making the product seem more desirable. By using euphemisms, marketers can create a favourable context that encourages consumers to overlook potential drawbacks or negative

attributes of the product. The language used to describe food products has a profound impact on decision-making and serves to soften the message, making products more palatable to potential buyers.This article discusses how euphemisms function in the food industry and their implications for consumer behaviour. Euphemisms play a crucial role in framing food products in ways that appeal to consumers' emotions and preferences. For instance, terms like "*artisanal*" or "handcrafted" suggest quality and uniqueness, while "*all-natural*" evokes a sense of healthfulness and purity. Such language can elevate a product's perceived value and attractiveness, even if the actual product may not differ significantly from others in the market. Similarly, within the service industry, euphemisms hold significant importance in shaping consumer perceptions, enhancing the appeal of dishes, and maintaining polite communication. By substituting straightforward terms with more pleasant or appealing language, restaurants and food brands can make dishes sound more luxurious, exotic, or healthy, influencing customers' expectations and dining experiences.

Euphemisms have also permeated the food and restaurant industries. Few restaurants would risk admitting a "cook" prepares the food; instead, the "cuisine" is invariably crafted by a "chef". It is notable how unusual it sounds when phrases like "lunch solutions" are used rather than the simple word "menu". Some restaurants even opted to rebrand "prunes" as "dried plums" after research revealed that women in their thirties responded more positively to the latter term. While this shift might not resonate with everyone in this demographic, businesses prioritise their profits above all else. A similar rebranding occurred with chickpeas, which were formerly referred to as garbanzo beans, possibly due to a perception that "garbanzo" sounded overly whimsical. Likewise, Chinese gooseberries were rebranded as "kiwifruit" for marketing purposes, and rapeseed oil was renamed "canola oil", likely to avoid associations that might deter certain consumers. Even seafood has not been exempt – Chilean sea bass became far more popular after its original name, "Patagonian toothfish", was replaced. The trend continues with products like "macaroni", which was rebranded as "pasta", partly to distance it from any offensive stereotypes associated with Italians. This rebranding strategy enables businesses to market identical products under new names, creating an impression of variety and sophistication.

Language in the food and restaurant industry is carefully crafted to entice, reassure, and sometimes even disguise less pleasant realities. From renaming ingredients to evoke exotic flavours to rebranding cooking techniques for elegance, euphemisms are tools that help restaurateurs and marketers present their offerings in a more appealing light. They serve as linguistic strategies for shaping customer perceptions, often invoking luxury, health, or novelty. Euphemisms in this context do more than just make dishes sound appetising; they help create a complete sensory experience that aligns with the image a restaurant wants to convey.

This kind of creativity arises whenever consumption habits are constrained. For instance, during periods of strict prohibitions on alcohol, euphemisms such as "*Mr. Johnny Walker from the Scotch Office*" or "Mr. Smirnoff" were often used in press reports. Similarly, carbonated mineral water has been referred to by various names over time, including seltzer, soda water, club soda, and, more recently, the euphemistic "*yuppies' sparkling water*". Today, labels on sparkling water may describe it as "*lightly carbonated*", a phrase intended to appeal to a more discerning audience. Non-carbonated water was also rebranded; since "noncarbonated" seemed too plain, trendier restaurants adopted terms like "*flat water*" or "*still water*" to elevate its image. It's a subtle change, but one that underscores the intentional decision-making in beverage marketing.

Euphemisms can also mitigate consumers' concerns about specific ingredients or processes. Terms like "humanely raised" or "sustainably sourced" aim to reassure consumers worried about animal welfare or environmental impact. By using such language, companies create a positive association with their products, encouraging purchases from consumers who prioritise ethical considerations. The meat industry, for example, separates consumers from the harsh realities of production by locating slaughterhouses in remote areas, employing marketing tactics that depict animals in idyllic farm environments, or using vague language to imply humane treatment.

Admittedly, the food industry relies on complex and often controversial processing techniques. Euphemisms serve to mask potentially unappealing realities, presenting food items in a more favourable light. These terms soften the perception of processed products, making them appear less artificial and more natural. Phrases such as "*natural flavours*", "*all-natural*", and "*no added sugar*" frequently appear on ingredient labels, giving an impression of healthiness. However, "natural flavours" are often laboratory-created and can closely resemble artificial flavours in their production. The term simply indicates that the compound is derived from plant or animal sources, without necessarily guaranteeing a purely natural origin. Such linguistic tools enable manufacturers and marketers to present products as safer, more appealing, and even ethically sound, often masking details that might otherwise discourage consumers or negatively impact purchasing decisions.

Companies that regularly employ positive language in their marketing can foster a sense of reliability and integrity among consumers. For example, in the context of farming, euphemistic terms like "*processing*" or "*ventilation shutdown*" are used instead of more emotive words such as "slaughter" or "death". Farmers argue that emotionally charged language can discredit the animal farming industry and erode public trust. Using euphemisms allows the industry to shield consumers from the realities of animal treatment, enabling them to maintain psychological distance from the process. The animal agriculture sector has long relied on euphemistic language to influence consumer perceptions and obscure realities. For instance, the term "livestock" reduces animals to commodities, framing them as products to be bought, sold, and profited from, effectively stripping them of individuality. Similarly, "bacon", often perceived as a harmless or appetising term, is a euphemism for sliced pig flesh with layers of fat. By objectifying animals and using different terms for them when alive versus when dead, the industry enables consumers to avoid confronting the discomforting reality of slaughterhouses. The term "*poultry*" provides another example, broadly referring to bird species such as chickens raised for farming. This generalised language distances consumers from the animals themselves, making it easier for the food industry to obscure the processes involved. Euphemisms like these not only desensitise consumers but also make the entire system appear less morally or emotionally complex.

Researchers J.R. Kunst & S.M. Hohle (2016) investigated a phenomenon known as the "Meat Paradox". This paradox refers to the conflict experienced when individuals desire to eat meat but simultaneously hold no intention to harm animals. This moral conflict often leads to cognitive dissonance, which meat-eaters must find a way to reconcile. One of the most common strategies for addressing this discomfort is the mental separation of meat from the animals it originates from. The researchers also examined the role of euphemisms in creating psychological distance from meat animals. They found that framing industrial meat production as "*harvesting*" instead of "*killing*" or "slaughtering" reduced empathy among participants. Moreover, substituting "beef" or "pork" with "cow" or "pig" on restaurant menus increased both empathy and disgust,

leading to a lower willingness to consume meat and greater openness to choosing vegetarian dishes. This highlights the essential role euphemisms play in mitigating or managing psychological discomfort.

Language not only reflects but also reinforces cultural norms around meat consumption. Consequently, meat is rarely perceived as flesh because euphemistic terms for meat have become normalised, facilitating the disassociation between food and animals as an ingrained part of language and culture. This process reduces the cognitive conflict associated with meat consumption, as the linguistic framework supports a meat-eating lifestyle. Kunst and Hohle explored whether distancing meat from its source animal could alleviate this cognitive dissonance. Social scientific insights bolster their investigation. Their study revealed several key findings. Participants presented with processed meat exhibited less empathy toward slaughtered animals compared to those exposed to unprocessed meat. Furthermore, participants who viewed lamb chop advertisements featuring images of live lambs showed increased empathy and a decreased willingness to consume the meat. This underscores the significance of visual representation in shaping consumer attitudes (Kunst & Hohle, 2016). The use of euphemistic language in labelling and describing meat products is particularly noteworthy. However, it remains an often-overlooked factor in the context of cognitive dissonance. These strategies enable individuals to create mental separation, minimising the association between food and the animals from which it is derived. Euphemisms function as psychological tools that ease cognitive dissonance, allowing individuals to consume meat while maintaining moral beliefs about animal welfare. By obscuring the reality of meat production and consumption, euphemistic language upholds cultural norms and reinforces the acceptability of meat-eating. The implications of this research extend beyond individual psychology, offering insights into how language influences social attitudes toward animal welfare and environmental sustainability. Ecolinguistics examines the intersection of language and ecological issues and explains that euphemisms are not merely alternative terms but serve a crucial social function. Euphemistic language plays a significant role in facilitating moral disengagement, a concept thoroughly documented in human social dynamics and attitudes towards animals. A. Bandura (2011) explains that one of the mechanisms of moral disengagement includes "using sanitising and convoluted language that disguises the harm being done". Moral disengagement refers to the psychological tactic that allows individuals to justify and participate in unethical behaviour. From the perspective of the authors of this research, euphemisms significantly contribute to the process of moral disengagement, fostering negative attitudes and even violence towards animals.

When consumers encounter terms like "cage-free" eggs, they often imagine hens freely roaming across lush green fields, a perception reinforced by imagery commonly displayed on egg cartons. However, in reality, hens on these farms typically spend their entire lives confined within overcrowded sheds. Similarly, the term "harvest" is strategically employed to evoke positive associations with plentiful crops, conjuring images of fruits and vegetables. In the context of animal agriculture, however, this term serves as a euphemism for slaughter, a word that starkly conveys violence and bloodshed. Such euphemistic language and misleading labels obscure the harsh realities of industrial animal farming, creating a sanitised narrative that minimises negative imagery and ethical concerns for consumers. Euphemisms such as "*sausage*" and "*fillet*" make the consumption of animal products more appealing by eliminating direct associations with the animals from which they originate. These terms

foster psychological distance from the source of the food, concealing the reality that these products consist of processed and combined animal body parts. Similarly, the term "fresh food" conveys a sense of health, while "fresh meat" refers to the muscle tissue of recently slaughtered animals, which is far removed from the pleasant, appetising imagery these terms are intended to evoke.

The primary function of such euphemisms is to soften the harsh realities of food production and reduce any negative emotional response or aggression from consumers. Language, in this context, serves as a key mechanism of ideology and power dynamics. It functions as a tool to shape perceptions and manipulate representations of reality to align with the ideological interests of the speaker or industry.Euphemisms are linguistic expressions that soften or mask harsh realities, often used to navigate sensitive subjects such as social issues. T.A. van Dijk (2008) highlights the importance of understanding how language influences cognition and shapes public attitudes, providing valuable insights into the intricate relationship between language, thought, and social context. In essence, while some people clearly recognise euphemisms as manipulative, others may only sense their influence subconsciously. An individual's response to euphemisms often depends on their knowledge and prior experiences. In the context of food, euphemisms address ethical, emotional, and environmental concerns, reflecting broader societal attitudes towards consumption. D.J. Enright (1985) examines the linguistic and cultural roles of euphemisms, arguing that understanding these mechanisms uncovers how language shapes perceptions, reduces cognitive dissonance, and facilitates communication. Moreover, in a globalised world, studying euphemisms is crucial for understanding cross-cultural communication, consumer behaviour, and the evolving dynamics of societal values.

According to research, businesses familiar with marketing tactics recognise that euphemisms can make products seem more appealing, healthier, or less controversial than they actually are. For example, terms like "*enhanced water*" for sugary drinks or "*processed meats*" labelled as "premium cuts" can be identified as euphemistic and manipulative. The ability to detect such manipulation often depends on an individual's familiarity with a particular subject. This confirms that euphemisms are not neutral words in terms of their impact on perceptions (Farrow, 2021). In areas such as food or nutrition, more knowledgeable consumers tend to be quicker to recognise and understand the intent behind euphemisms, while those less familiar may accept the language without question. Even when people do not consciously realise they have been influenced, euphemisms can still subtly affect perception and decision-making. For instance, phrases like "*natural ingredients*" or "*wholesome foods*" often evoke positive associations, even if consumers do not actively consider whether these terms are regulated or clearly defined.Research on food-related euphemisms reveals significant psychological and social functions. These expressions often mask the reality of consumption or production processes, addressing discomfort associated with certain foods or practices. Euphemisms serve to soften language, reduce emotional tension, and align with cultural taboos or dietary norms. Psychologically, their role is to provide a coping mechanism for consumers, distancing them from unpleasant associations. This study highlights how language adapts to mitigate emotional unease, reflecting deeper societal attitudes toward food and consumption practices. Previous research on food-related euphemisms produced similar results, confirming that euphemisms are primarily driven by cultural taboos and the psychological need to distance individuals from unpleasant aspects of food production and

consumption. Compared to earlier research, the present study places greater emphasis on consumer emotional regulation and the avoidance of cognitive dissonance in food choices.

In summary, the use of euphemisms in food production and marketing allows businesses to subtly influence consumer perceptions, often framing products in a more favourable light than they might objectively deserve. This demonstrates the persuasive power of euphemisms to shape opinions and drive purchasing decisions, even when their influence goes unnoticed. Understanding this dynamic underscores the importance of critical thinking and media literacy in empowering consumers to make informed choices and resist manipulation through language.

Conclusions

To some extent, euphemisms in the food industry enhance appeal, mitigate discomfort, align with trends, and foster inclusivity, making them a vital part of effective food marketing and consumer engagement. In contemporary communication, euphemisms are often crafted not merely to sound polite but to appear more persuasive. To fully grasp the significance of euphemisms, it is essential to analyse them within specific discourses. Therefore, a more contextual approach is necessary for a comprehensive understanding of their role. Language continues to evolve, and those in positions of influence have increasingly refined the linguistic strategies they use to shape public perception, influence opinions, and guide behaviour. Euphemisms significantly influence consumer behaviour in the food industry by shaping perceptions, enhancing appeal, and guiding dietary choices. Through carefully crafted language, marketers can create favourable associations and foster brand loyalty. However, ethical considerations regarding transparency and honesty must be addressed to maintain consumer trust. Understanding the impact of euphemisms on consumer behaviour is essential for both marketers and consumers, enabling more informed decisions in the marketplace.Doublespeak poses a significant threat to society, as it already impacts people's actions and thoughts by distorting reality. It achieves this through the use of contradictions, misleading language, and unnecessary complexities, thereby creating false communication. However, euphemisms, in contrast, are often seen as a tool that enriches the English language and contribute to its evolution and development over time. In conclusion, as businesses continue to grow and evolve, the strategic use and manipulation of euphemisms in professional contexts appears to be increasing, and their role will be vital in the food industry. Entrepreneurs consistently devise innovative methods to influence consumer behaviour and maximise profits. Research indicates that euphemisms can effectively shape individuals' perceptions, particularly when integrated into language that frames the desired context. Moreover, there is evidence suggesting that euphemisms are often employed more to protect the speaker or source than to safeguard the audience's sensibilities.As communication becomes more globalised and intercultural, investigating euphemisms across different languages and cultures takes on greater importance. There is a need to better comprehend how euphemisms reflect and influence human behaviour. Ultimately, enhancing both theoretical understanding and practical applications in linguistics, psychology, and sociology requires a focus on bridging gaps, with particular attention to the emotional and cognitive impacts of euphemisms.

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Conflict of Interest

None.

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Евфемізми їжі: психологічний та соціальний аспекти

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Анотація. У статті звертається увага на важливість дослідження евфемізмів, які активно використовуються у сфері виробництва та переробки продукції тваринництва для приховування чи пом'якшення інформації, здатної викликати негативні асоціації у споживачів. Метою дослідження було вивчення психологічних та соціальних аспектів використання евфемізмів у сфері виробництва та споживання. У дослідженні використано описово-аналітичний, порівняльний, лексико-семантичний та дискурсивний методи для аналізу евфемізмів у контексті їхніх структурних, функціональних та культурно-комунікативних особливостей. У статті акцентувалась увага на тому, як евфемістична мова впливає на сприйняття споживачами продуктів, сприяє формуванню позитивних асоціацій та дозволяє уникати етичних і моральних питань, пов'язаних з процесами виробництва. Описано механізми впливу евфемізмів на психологічний комфорт, сприйняття ризиків та прийняття рішень. Проаналізовано соціальні чинники, які сприяють поширенню евфемізмів у маркетинговій комунікації, зокрема соціальні норми та прагнення до емоційного захисту. Описано підходи, що включають лінгвістичний аналіз, когнітивні та соціально-психологічні методи, які дозволяють досліджувати роль евфемізмів у формуванні споживчого сприйняття та прийняття рішень. Особлива увага приділялась методам корпусного аналізу текстів, експериментальним опитуванням та аналізу поведінкових реакцій споживачів на певні евфемістичні вирази, такі як "екологічний", "корисний", "переробка" та "преміум". Стаття висвітлює роль евфемізмів як інструменту маніпуляції та впливу на споживацькі рішення, а також їхній вплив на етичну відповідальність виробників, які як прямо, так і опосередковано причетні до приховування етичних та екологічних проблем, пов'язаних з виробництвом. Запропоновано аналіз ефективності цих мовних стратегій та їх впливу на сприйняття споживачами харчових продуктів, що має практичне значення для вдосконалення комунікацій у сфері виробництва та маркетингу

Ключові слова: когнітивні функції; поведінка споживача; коректність; маніпуляція; не прямі фрази; інтерпретація; асоціація

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