machine translation tools handle slang in musical contexts and how cross-cultural audiences negotiate the tension between lyrical opacity and artistic allure.

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LINGUOCULTUROLOGICAL ASPECTS OF RENDERING ENGLISH CORPORATE TERMINOLOGY IN UKRAINIAN TRANSLATION

In the context of globalization, corporate discourse has become one of the key instruments of professional intercultural communication. For representatives of creative industries – including media, design, advertising, IT, tourism, and digital platforms – proficiency in English economic terminology is an essential prerequisite for effective professional interaction. Corporate discourse functions as a complex system of professional communication reflecting economic processes, institutional values, and standards of the modern business environment (Popovych, Bialyk, 2020).

The relevance of the research is determined by the growing need for high-quality translation of corporate documentation in Ukraine under conditions of active integration into the international economic and educational space. Misinterpretation of economic terminology may lead to communication barriers, financial risks, and the loss of professional trust. Therefore, the study of English economic terminology and the peculiarities of its Ukrainian translation remains an important issue in modern translation studies (Kyiak, 2007, 104–108).

Economic terminology is characterized by precision, dynamic development, and pragmatic orientation. In corporate discourse, a term should ensure clarity and unambiguity of professional communication while minimizing the possibility of misunderstanding (Piletska, 2008, 175–181). At the same time, the development of the digital economy and creative industries stimulates the active emergence of neologisms and borrowings, especially in the English-language professional environment.

The research analyzed economic terms represented in corporate reports of international companies and documents related to professional and educational standards. The analysis allowed distinguishing several functional groups of terminology: administrative-economic terms (*stakeholders*, *governance*, *compliance*), operational-financial terms (*net income*, *operating expenses*), and digital-economic neologisms (*data-driven decision making*, *algorithmic transparency*).

The study demonstrated that economic terminology within corporate discourse may be divided into several functional groups.

Administrative and Economic Terminology. This category includes terms such as *stakeholders*, *compliance*, *governance*, and *equity*. These lexical units describe the interaction between organizations and their institutional, financial, or social environments. Particular attention should be paid to the term *stakeholders*, which presents difficulties in Ukrainian translation practice. Traditionally translated as *зацікавлені сторони*, the term is increasingly reproduced through transliteration as *стейкголдери* in modern Ukrainian corporate communication in order to preserve its broader pragmatic and institutional meaning.

Operational and Financial Terminology. Terms such as *net income, operating expenses, transcript of records,* and *ECTS credits* form the basis of financial reporting and academic mobility discourse. Although many of these units already possess standardized Ukrainian equivalents, their interpretation frequently depends on contextual usage. For example, *net income* is commonly translated as *чистий прибуток*, yet within the context of start-ups and creative entrepreneurship it may require differentiation from related financial concepts such as *gross margin* or *revenue*.

Digital-Economic Neologisms. A separate group consists of neologisms connected with digital transformation and platform-based economies. Within the DigComp 3.0 framework, terms such as *data-driven decision making, algorithmic transparency*, and *digital literacy assets* reflect the integration of economics, technology, and communication. Since conceptual equivalents in Ukrainian are still developing, such terms often require descriptive translation or semantic expansion.

Special attention was paid to translation strategies used for rendering economic terminology into Ukrainian. The most common strategy proved to be transcoding, including transcription and transliteration of international corporate terms such as *start-up, outsourcing,* and *hedging* (Andrukhovych, 2024). Semantic transformations – specification, generalization, and modulation – also play an important role in ensuring adequate translation depending on the communicative context. Descriptive translation is frequently applied to complex neologisms in order to explain new economic concepts to Ukrainian recipients.

The practical stage of the research involved the analysis of fifty English economic terms and their Ukrainian translations. The study identified three dominant translation strategies.

Transcoding, including transcription and transliteration, accounted for approximately 50% of the analyzed cases. This strategy is particularly common for internationally recognized corporate and technological terms such as *start-up, outsourcing,* and *hedging*. The growing tendency toward borrowing reflects the influence of globalization and the integration of Ukrainian corporate discourse into international professional communication.

Approximately 30% of the analyzed cases involved ***semantic transformations***, including modulation, specification, and generalization. Contextual adaptation proved especially important for polysemantic economic terms. For example, the term *equity* may denote *власний капітал* in accounting discourse, whereas in the context of corporate social responsibility and diversity policies it may be translated as *справедливість* or *рівність*.

Descriptive translation constituted around 20% of the analyzed examples and was mainly applied to complex neologisms lacking direct Ukrainian equivalents. For instance, the term *compliance* may be translated descriptively as *дотримання встановлених правил та стандартів* when addressing a broader audience unfamiliar with specialized corporate terminology.

Thus, English economic terminology serves as an important tool of corporate discourse and effective intercultural communication within creative industries. Successful translation of corporate documentation requires not only linguistic competence but also a profound understanding of economic processes and professional contexts. Further integration of Ukraine into the European economic and educational space will contribute to the standardization of economic terminology and to the increasing use of international terms in Ukrainian professional discourse.

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