LINGUISTIC BARRIERS AND TRANSLATION SPECIFICITY: A CASE STUDY OF ENGLISH MOVIE TITLES

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Abstract. This article explores the linguistic and cultural barriers in the process of translating English movie titles into Ukrainian. It focuses on the complexity of achieving translation adequacy while preserving semantic, emotional, and cultural content. The research analyzes idiomatic expressions, wordplay, semantic ambiguity, and sociocultural nuances. The study is based on modern translation theories and includes practical examples of successful and adapted translations. The findings highlight the importance of balancing literal accuracy with cultural relevance for the target audience.

Key words: translation, movie titles, linguistic barriers, cultural adaptation, semantic ambiguity.

The relevance of the problem under study is confirmed by many factors, such as the increase in Ukrainian-English translation practice; the tendency of the comparative analysis of language units; and actualization of the problem of studying types of transformations during translation.

Since the scope of our scientific discourse includes the study of linguistic and cultural barriers and the specifics of translating film titles from English into

Ukrainian. It is necessary to pay attention to the theoretical and methodological basis of the study. Thus, the following general scientific methods were used to solve the tasks set. Among them are the method of analysis and synthesis (for a logical and consistent linguistic scientific substantiation of the regularities of translating film titles from English to Ukrainian). Modeling − to develop a tabular visualization of the essence and specifics of the implementation of translating film titles from English into Ukrainian, which reflects the specified characteristics; abstract-logical (for theoretical generalization of the research results and formulation of conclusions). The use of a set of methods made it possible to obtain objective information on linguistic and cultural barriers and the specifics of translating film titles from English into Ukrainian. The results of the study are presented in tables.

The theoretical basis of the study is the provisions and conclusions of the theories and concepts of foreign scientists devoted to various aspects of the problem of linguistic barriers and the specificity of translation in the example of English movie titles. In particular, raising issues such as: analysis of cultural and linguistic barriers that arise when translating film titles, and strategies that allow them to be adapted to another cultural context, in particular through the use of «domestication» and «foreignization» methods (L. Shanshan) [1]; the influence of linguistic patterns, as well as cultural and commercial context, on the translation of film titles (H. Chen & Y. Zhang) [2]; aesthetic, informational and advertising aspects of translating film titles (J.Wang, & F. Liu [3]).

The purpose of the study is to highlight linguistic and cultural barriers and the specifics of translating film titles from English into Ukrainian.

Answering the question: Why is it fundamentally impossible to translate texts into different languages accurately? It is worth noting that some fundamentally important aspects make it impossible to translate identically from one language to another, among which we will identify the following:

1.   *cultural context and idiomatic expressions* (many titles contain references that are meaningful in their original culture but may not make sense elsewhere. For example: «Die Hard» (1988) was translated into Ukrainian as

«Міцний горішок» (literally, «Tough Nut»; the movie «Some Like It Hot» (1959), the original title refers to an idiom that means that some people prefer something «hot» or «spicy» in a figurative sense (risky, bright). In the Ukrainian box office, the film was called «Only Girls in Jazz», which shifts the emphasis, but makes it understandable and attractive to the audience, which captures the spirit of resilience but shifts the metaphor);

2. *wordplay challenges* (the animated movie «Zootopia» was renamed «Звірополіс» in Ukrainian, changing the pun to better suit local expectations);

3. *semantic ambiguity* (in the title of the movie «Frozen» (2013), the word «Frozen» has several meanings: «заморожений», «зледенілий». Although the Ukrainian translation «Крижане серце» focuses on the emotional overtones, although it is not a literal translation);

4. *censorship or sensitivity* («The Fault in Our Stars» (2014) was translated as «Винні зірки» which retains a romantic and tragic tone while avoiding direct emphasis on the phrase «mistake»).

It should be noted that the main goal of any translation is achieving adequacy, which means an exhaustive transfer of the semantic content of the original and fully functional and stylistic correspondence as follows: the adequacy of semantic information transfer; the transfer of emotional and evaluative information; the adequacy of expressive information transfer; the adequacy of aesthetic information transfer. The correctness of the translation consists in comparing the functions performed by different linguistic means (see Fig. 1).

Prepare - готувати (make (something) ready for use or consideration) ***Ex.:*** *I'm going to <u>prepare for my English exams</u>*	**Cook** – готувати (prepare (food, a dish, or a meal) by combining and heating the ingredients in various ways) ***Ex.:*** *I'm going to <u>cook something delicious</u>*
Watch – дивитися (look at or observe attentively over a period of time) ***Ex.:*** *He never <u>watches TV</u> at midnight*	**Look** – дивитися (direct one's gaze toward someone or something or in a specified direction) ***Ex.:*** *Look at this stranger!*
Learn – вивчати (gain or acquire knowledge of or skill in (something) by study, experience, or being taught) ***Ex.:*** *I have just started learning German grammar rules*	**Study** – вивчати (the devotion of time and attention to acquiring knowledge on an academic subject, especially by means of books ***Ex.:*** *I would like to study German at the university*

Fig. 1. An example of linguistic analysis of the semantic-functional aspect of individual lexical units

It is also appropriate to focus attention on several main factors of untranslatability (see Fig. 2).
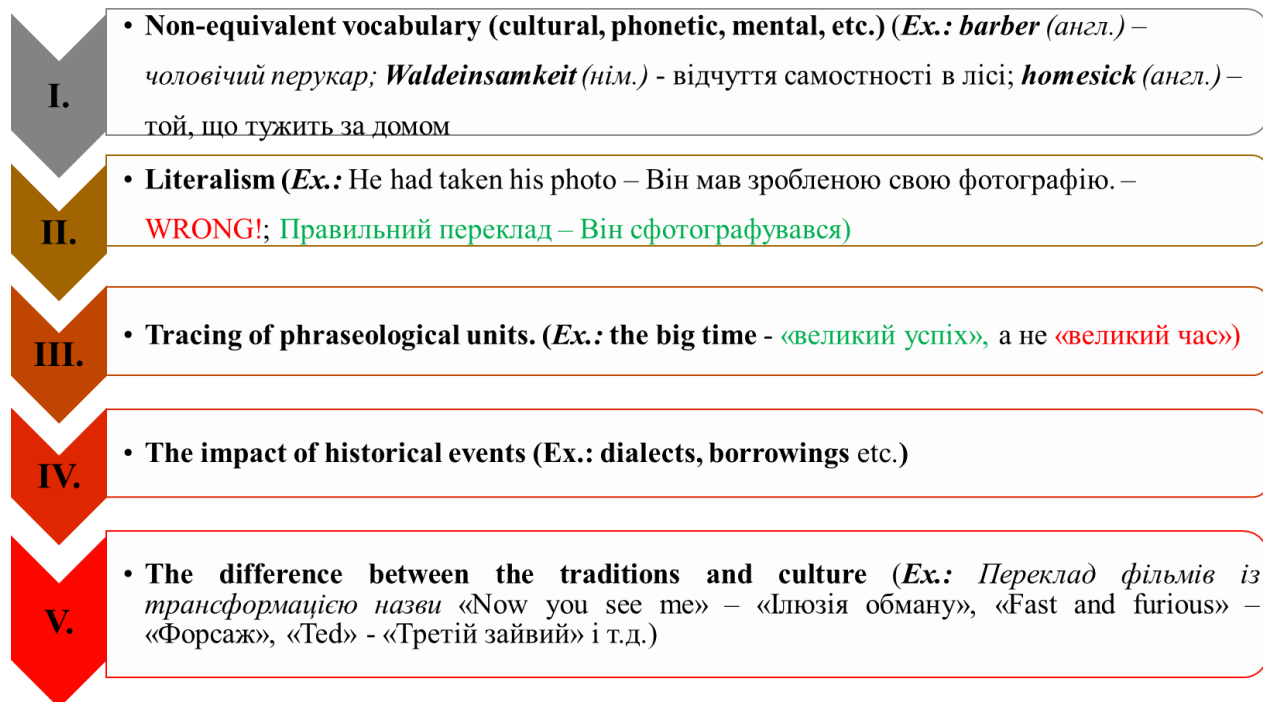

I. • **Non-equivalent vocabulary (cultural, phonetic, mental, etc.)** (*Ex.: barber (англ.)* – *чоловічий перукар; Waldeinsamkeit (нім.)* - відчуття самостності в лісі; *homesick (англ.)* – той, що тужить за домом

II. • **Literalism** (*Ex.:* He had taken his photo – Він мав зробленою свою фотографію. – WRONG!; Правильний переклад – Він сфотографувався)

III. • **Tracing of phraseological units.** (*Ex.:* **the big time** - «великий успіх», а не «великий час»)

IV. • **The impact of historical events** (**Ex.: dialects, borrowings** etc.**)**

V. • **The difference between the traditions and culture** (*Ex.: Переклад фільмів із трансформацією назви* «Now you see me» – «Ілюзія обману», «Fast and furious» – «Форсаж», «Ted» - «Третій зайвий» і т.д.)

Fig. 2. The main factors of untranslatability

(Source: author's development by Brovko K.A.)

We consider it appropriate to provide examples of English-language movie posters to illustrate the difference between their original title and the Ukrainian translation (see Fig. 3).

Fig. 3. Examples of English-language movie posters

Conclusions. Thus, the study highlights the inherent challenges and complexities of translating English movie titles into Ukrainian. These difficulties arise from linguistic and cultural barriers, including idiomatic expressions, wordplay, semantic ambiguity, and cultural context. The research underscores that achieving a fully accurate translation is often impossible due to these factors. However, the ultimate goal of translation is adequacy ensuring the semantic, emotional, evaluative, and aesthetic essence of the original is effectively conveyed to the target audience. Through detailed analysis and examples, the study illustrates how translators adapt titles to resonate with local audiences while preserving the intent and appeal of the original.

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