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CULTURAL CONTEXT IN TRANSLATION: THE ROLE OF LOCALISATION IN MODERN COMMUNICATION

In the increasingly globalised world, businesses want to expand their presence in international markets. However, success on the global stage requires more than just translating into other languages. This is where localisation enters the scene – adapting products and services to different regions' cultural, social, and linguistic characteristics.

This study aims to analyse the term "localisation" and explore its concept.

The term "localisation" has appeared relatively in the recent past: at the end of the last century, the English-speaking professional community began to use the concept of "transcreation", which refers to the adaptation of the brand's linguistic elements that reflect its content and message to the target audience in order to preserve the primary sense, meaning, and idea of the brand during integration into another language. Today, this process is commonly referred to as localisation (Головацька, 2023, 91).

However, the general idea of localisation has been introduced previously. The adaptation of texts to the cultural, social, and academic needs and expectations of the target audience has been a common practice throughout literary history (Селіванова, 2012). In a broad sense, localisation encompasses inter- or intra-linguistic textual processing or rewriting.

There are several interpretations of the term "localisation" in modern scientific understanding. The international standard ISO/TS 11669:2012 Translation projects - General guidance defines localisation as adapting products and services to specific locations. Localisation involves translating textual materials and adapting non-textual materials to accommodate the target audience and their habitual residence (5).

According to the founder of "Common Sense Advisory", Donald de Palm, localisation is the process of adapting websites, software, documentation, and products to meet the needs and requirements of international scenes or cultural differences (Скиба, 2019, 71).

To sum up, localisation is the process of adapting a product or service to satisfy the specific needs of consumers in a particular location. In addition to written text, multimedia, and video materials, websites, video games, software, voice acting, and sound recording may also be localised.

In localisation, the potential consumers of a product are usually known in advance, as well as their cultural and social characteristics, such as mindsets, humour, dialects, preferences, values, and, of course, geographical location. The main goal is to make them assume that the product was created in their language and for their needs (Головацька, 2023, 92). For example, in Ivan Kotliarevskyi's adaptation of The Eneida (The Aeneid), the author localised the plot and speech of the characters written by Virgil (also Vergil, originally Publius Vergilius Maro) in order to make readers perceive the ancient heroes in the Ukrainian historical context. In Kotliarevsky's poem, the same events occur; the names of the heroes are preserved, but the Ukrainian author creates a new national meaning: Ukrainian Cossacks appear as Trojans, Ukrainian gentry as the gods of Olympus. All the realities of the work reflect the life of Ukrainian society in the eighteenth century after the destruction of the Ukrainian "Troy" – the Zaporozhian Sich (2).

Translation differs from localisation due to the work's specifics and the need for a deep understanding of the target audience. Although translation will always be an essential part of the localisation process, it requires more active involvement of the translator. As mentioned, localisation implies much more than translating materials into the local language.

Current researchers are increasingly paying attention to localisation issues. They study this topic from different perspectives, for example, as an essential tool for business promotion, a means of the product adaptation process automatisation to the target audience, at the same time as in the context of linguistic and cultural aspects of translating textual content from the websites of companies, universities, museums, and libraries (Головацька, 2023, 90). Numerous foreign linguists and translation experts such as V. Wills, B. Esselink, K. Rice, W. Koller, E. Pym, S. Hall, and others have considered localisation a research subject in their scientific works.

The localisation of websites and software products is the focus of such Ukrainian researchers as A. Mishchenko, A. Olkhovska, Y. Onyshchenko (Скиба, 2019, 70).

The issue of localisation is relatively new and under-researched in Ukrainian academic communities, and there are still ongoing discussions about the feasibility of distinguishing localisation as a separate, full-fledged type of translation.

In summary, the localisation phenomenon, which emerged as a response to the challenges and needs of the international globalised market and the rapid development of information technology, has incorporated translation, marketing, and programming elements. Due to the ever-increasing demand for localisation, one of the main tasks of modern translation studies is to examine the peculiarities of this process in detail to satisfy the needs of a globalised society.

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