

For example, we can translate the meaning of Ukrainian word «*кобза*» as “*kobza, national Ukrainian musical instrument*”.

In this way we came to conclusion, that realia is the cultural peculiarity of the country. According to this, it is impossible to render an exact meaning of realia without any background knowledge of the country and its culture.

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TRANSLATION FEATURE IN THE CONTEXT OF GLOBALIZATION

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We live in the era of globalization. This term refers to the integration of economic, political and cultural systems across the world.

English today is regarded as the lingua franca of the XXI century. English in the context of globalization is a functional language used as a means of communication between speakers of different cultures. English did not always occupy such a dominant privileged position. Until the 17th century, the language of communication for the entire educated European elite was Latin. In the first half of the 20th century, German and French retained – along with English – their high status. In the 90s, the balance changed, and the English language began to dominate in the area of information exchange in the modern world, without experiencing competition from other languages. Undoubtedly, this is primarily due to US economic leadership.

Globalization has always been an important aspect of translation. Translation brings cultures closer. At present, the process of globalization is moving faster than

ever before and there is no indication that it will stop any time soon. Therefore, it is necessary to focus on the link between globalization and translation for the following reasons: globalization has had an enormous impact on our lives; translation is becoming a more and more important tool to enhance understanding between cultures; cultures that readers are traditionally not familiar with have become more familiar as a result of globalization.

Globalization has affected the translation industry just like every other industry both positively and negatively. Translators from the developed world have to compete with those from the low cost countries now. This increase in cross cultural interactions due to globalization as well as an impact on changes in vocabulary of the concerned languages. This has led to an increase in “word borrowing” by accepting the word in the target language as it is.

The trend towards globalization is prepared by the dedicated work of translators, and globalization itself is possible only with a well-organized translation process.

Today’s realities make us more attentive to the translation of advertising texts in the process of globalization and their impact on public. Advertising texts should contain clear evidence; they must be detailed and therefore clearly understood. When translating advertising texts, the translator must take into account: the purpose of the text, the nature of the consumer, the linguistic qualities of the original text, the cultural and individual possibilities of the language, and much more.

Due to globalization, news has become more popular as a way of getting information. The crux of the matter lies in the huge movements of information flows. Therefore, there are so-called specialized information companies serving the media, where translators are sure to provide adequate, accurate, correct translation of certain news.

In conclusion, it should be noted that the globalization processes have not only an influence on world economy and international politics; they have also dramatically altered the role of translation in the modern world. It is evident that translation, as the most important process of mediation across languages and cultures, will continue to pose challenging questions about the nature of communication. It will continue to play a crucial role in providing ways and means for communities and individuals to interact with and learn from each other.