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## TRANSLATION STRATEGIES FOR IT TERMINOLOGY

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The translation of IT terminology is a critical factor in achieving accurate and unambiguous information transfer in intercultural and international communication. Because of the dynamic nature of the IT field, where new terms appear with considerable frequency, translators are faced with the need to constantly update their knowledge and adapt to new vocabulary. Incorrect or inaccurate interpretation of terms can lead to serious misconceptions at the design, implementation, or operation stages of technological solutions, which in turn affects the efficiency of digital systems [1].

In this case, the study of translation strategies aimed at adequate reproduction of IT terminology is of particular relevance. They maintain semantic accuracy while taking into account the functional purpose of the terms and the needs of the target audience.

The information technology sector is a leading contributor to the global economy and social life, covering a wide range of areas, from software and hardware development to network structures and digital services. IT technologies are penetrating all spheres of human activity, ensuring progress in science, education, healthcare, the financial system,

industry, etc. In the time of globalisation and intensive exchange of information between different linguistic and cultural environments, the issue of accurate translation of IT terminology is of particular significance [3, p. 75-81]. This is due to the fact that many of the terms have a complex semantic structure, are neologisms or have no direct equivalents in national languages, which requires a flexible and reasonable approach from the translator.

IT terminology is not just a group of words used to describe technical concepts. It's a language that is constantly changing to reflect new developments, technical issues and innovations. With the rapid development of the IT industry, it is important that terms are translated accurately and correctly, and that they are in line with the cultural and linguistic characteristics of the target audience. However, translating technical terms from one language to another is not always a straightforward process. This can lead to challenges in communication, especially if the translation or adaptation of the term is not accurate enough or does not meet industry standards [2, p. 165-170].

In addition, the English language is extensively used in the IT sector, as it is the language of international communication in this sector. This leads to another important aspect of terminology translation: the creation of a common language space that will allow specialists from different countries to effectively collaborate and share knowledge. It not only helps to maintain a high level of accuracy in the transfer of information, but also allows translators to take into account the specifics of each language and adapt terms for better user understanding.

Consequently, the translation of IT terminology is not a simple mechanical process, but requires detailed analysis, consideration of many factors, and the application of various strategies to achieve maximum accuracy and clarity of terms. We are going to examine the main strategies for translating IT terminology.

In the information technology sector, one of the most common translation strategies is calquing, which involves literally reproducing the structure of a foreign language term in the target language. This approach is mostly used in cases where there is no equivalent in the target language and the term itself must be understandable to specialists or users with the appropriate level of IT competence. Examples include the following terms *Cloud computing — хмарні обчислення*, *Firewall — межа безпеки*.

The other common approach is lexical borrowing, due to the globalised nature of IT terminology, which often retains its form without adaptation in many languages. These terms are often not translated because they are commonly understood in the professional environment: *Software — софтвер* або *програмне забезпечення*, *Router — роутер*.

The equivalence strategy involves the search for an accurate equivalent in the target language that adequately reflects the meaning of the original term. This method is appropriate in cases where there is already an established term in the target language that is used in the relevant context: *Operating system — операційна система*, *Database — база даних*.

In case there is no direct equivalent in the target language or the term is new and specific to a particular context, descriptive translation is used. This approach involves reproducing the meaning of a term by interpreting it: *Phishing — шахрайство через електронну пошту* або *підробка вебсайтів з метою крадіжки персональних даних*.

A translation strategy of adaptation involves transforming a term to reflect the cultural and linguistic characteristics of the target audience. It is used when it is necessary to ensure that the term is understandable and acceptable in the relevant socio-cultural context: *Clickbait — клікбейт* або *привабливі заголовки*.

A hybridisation of terms is used to strike a balance between preserving the meaning of the original term and making it understandable to the target audience. This approach is often achieved by combining borrowed elements with translated components: *Smartphone — смартфон* (запозичення) + *телефон* (переклад).

The translation of IT terminology is a multi-level process that requires not only a proficient level of language skills, but also a profound knowledge of the IT industry and an understanding of its conceptual and professional specifics. In the context of the rapid development of technology, it is of particular importance to adapt terminology to new realities without losing semantic accuracy. The use of adequate translation strategies helps to preserve the semantic integrity of the term and ensures effective interlingual communication, which is critical in the globalised IT environment**.**

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## ШТУЧНИЙ ІНТЕЛЕКТ ЯК ВИКЛИК І ПЕРСПЕКТИВА ДЛЯ ПИСЬМОВОГО ПЕРЕКЛАДУ

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У сучасному світі, де технології розвиваються стрімкими темпами, штучний інтелект (ШІ) стає невід'ємною частиною багатьох сфер діяльності, зокрема і письмового перекладу. Використання ШІ в перекладацькій практиці відкриває нові можливості, але водночас породжує низку викликів, які потребують ретельного аналізу.

Однією з основних переваг впровадження ШІ в переклад є значне підвищення швидкості обробки текстів. Сучасні нейронні мережі здатні оперативно перекладати великі обсяги інформації, що особливо актуально в умовах глобалізації та зростаючого обсягу міжкультурної комунікації. Крім того, вони можуть забезпечити певний рівень уніфікації термінології та стилістичної послідовності в технічних і наукових текстах.

Проте, незважаючи на ці переваги, використання ШІ у письмовому перекладі супроводжується низкою проблем. Зокрема,