

THE STRATEGIES OF FOREIGNIZATION AND DOMESTICATION DURING THE TRANSLATION OF INTERNATIONAL ADVERTISING AND FILMS

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Key words: *foreignization, domestication, titration, duplication, economic benefits, economic loss, audiovisual materials, international advertising, syntactic level, morphological level, linguistic level.*

The comparative analysis of the quality of titration as a form of foreignization and duplication as a form of domestication of audiovisual materials in the modern television industry is conducted in the paper. The attention is focused on the economic losses and benefits from the adequacy of this type of translation.

The relevance of the topic is reasoned with reference to the change in the legal regulation of the film and television industry in Ukraine.

The essence of such strategies for translating audiovisual materials as domestication and foreignization is given by author. The most common transformations in the implementation of titration and duplication on national TV channels, in particular on “1 + 1”, “Inter” and “K1” are analyzed, which are carried out during the translating of audiovisual materials to the end user. And also the main mistakes in the translation of the animated series “Masha and the Bear” are given.

By the linguistic analysis, the main transformations in the implementation of translation of international advertising and the films at the morphological, lexical and syntactic levels are identified by the author. The examples of such transformations are given.

The survey was conducted among the respondents to determine the preferences of the language of translation of audiovisual materials, including the cartoon «Masha and the Bear», advertising «Oreo» cookies, chewing gum «Orbit» and chocolate «MaxFun». As a result, it has been found that from 2 episodes of the animated series “Masha and the Bear”, the Ukrainian translation was preferred by 69% and 54% of the respondents, while the international advertising is preferred to perceive, to a greater extent, in the Ukrainian language than in Russian, namely, more than 80% in all episodes.

The presence of economic losses or benefits from the perception of advertising is established, taking into account the presence or absence of pleasure from its perception as the appropriate message for the key action of buying a product or service which is advertised.

It is established that this type of translation is quite complex and requires high professionalism, because the adequacy of the initial result depends on the level of satisfaction of the quality of such products by viewers, which, in turn, determine the potential profit in future. It has been established that the use of domestication strategy is more acceptable for the Ukrainian viewers than foreignization. The use of domestication by the translator is intended to bring more profit for its business owners, as it provokes the appropriate action to purchase the audiovisual products by their customers.

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