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THE CONCEPT OF *NEW ETHICS* IN THE ERA OF INFORMATION AND SCIENTIFIC ADVANCEMENT: TRANSLATIONAL PERSPECTIVE

This paper examines the evolving concept of new ethics in translation, addressing the moral and ethical challenges translators face in the modern era of information and technological advancement. It highlights the crucial role of translators as cultural mediators, ensuring cultural sensitivity, accurate representation, and bias-free communication. The study explores key ethical responsibilities, such as managing ideological bias, promoting gender inclusivity, and navigating cultural adaptation in translation. A central theme of the research is the moral duty of translators to faithfully reflect not only the linguistic content but also the cultural, political, and social dimensions embedded in the source text. The study warns against cultural imperialism, particularly in translations from dominant cultures to marginalized ones, emphasizing the ethical necessity of preserving cultural integrity. Additionally, it scrutinizes the implications of machine translation, raising concerns about algorithmic bias, loss of human agency, and the risk of reinforcing harmful stereotypes through AI-generated translations. The paper further investigates ethical principles in translation, including the balance between faithfulness and adaptation, the role of neutrality, and the importance of transparency and accountability in decision-making. It explores inclusive language practices, advocating for equal representation of diverse groups, including LGBTQIA+ individuals, racial minorities, and people with disabilities. The study also addresses the future of translation ethics, considering the impact of globalization and the potential of ethical translation to foster social justice and equitable cross-cultural communication. Ultimately, the paper underscores translation as both a linguistic and ethical responsibility, highlighting its power to reinforce or challenge societal norms. By implementing inclusive and culturally sensitive strategies, translators contribute to ethical discourse and fair representation in an interconnected world.

Key words: *New ethics, cultural sensitivity, ideological bias, gender inclusivity, machine translation, artificial intelligence, post-editing.*

Statement of the problem. In the modern era, characterized by rapid advancements in information technology and scientific progress, ethical norms and principles are constantly evolving. The concept of new ethics reflects these shifts, encompassing issues such as digital responsibility, intercultural sensitivity, corporate transparency and inclusivity. As societies become more interconnected, language and communication play a crucial role in shaping and transmitting these ethical values.

Translation, as a mediator between cultures and knowledge systems, is central to the dissemination of ethical principles across linguistic and national boundaries. However, ethical considerations in translation present various challenges. These include the accurate conveyance of culturally specific ethical concepts, the avoidance of bias and misrepresentation and the adaptation of ethical discourse to different sociocultural contexts without distorting meaning. Additionally, the rise of artificial intelligence and machine translation raises new ethical concerns

regarding authorship, authenticity and bias in automated translations.

So, the topic is highly urgent in both academic and professional fields, as it provides insights into the ethical adaptation of translation in the modern world. Understanding the concept of new ethics through the lens of translation studies is crucial for shaping responsible, transparent, and culturally sensitive communication in the era of unprecedented scientific and technological progress.

Analysis of recent research and publications. The concept of *NEW ETHICS* has garnered increasing attention from scholars worldwide due to its relevance in addressing contemporary challenges across various fields, including translation studies, technology, and social responsibility.

Hale in his work explores the evolving notion of ethics in literary studies, particularly in relation to the concept of *NEW ETHICS* and its impact on narrative decision-making [4]. This perspective offers valuable insights for translation, where ethical considerations

in adapting stories to different cultural and political contexts are crucial.

Koizumi discusses ethical capitalism, emphasizing responsibility, fairness and integrity in a globalized world [6]. For translation, this highlights the ethical challenges of conveying capitalist ideologies across cultures while avoiding bias and fostering a nuanced understanding of economic systems.

Koskinen and Pokorn's Routledge Handbook provides a comprehensive guide to translation ethics, covering challenges like cultural bias, ideological neutrality, and the role of the translator as a cultural mediator [7]. It also explores the ethics of machine translation and AI, focusing on issues such as algorithmic bias and the loss of human agency.

Laine et al.'s work on generative AI ethics addresses the challenges of ensuring AI-generated translations are unbiased and inclusive. It emphasizes the importance of human oversight in post-editing to avoid reinforcing stereotypes and marginalizing minority voices [8].

Juárez and Gasper's comparison of Lebreton and Goulet provides an insightful historical lens for understanding development ethics, particularly in the context of translation. The ethical implications of translating texts related to development, human rights and social justice are explored [10]. The work highlights the need for translators to be aware of the broader societal and political contexts when translating texts that discuss ethics, justice, and inequality.

Wang's article explores translation's historical role in the New Culture Movement, highlighting its impact on cultural transformation and modernization. It provides valuable insights into the ethical responsibilities of translators during times of societal upheaval [11].

Task statement consists in analysing the manifestation of the concept of NEW ETHICS in translation, examining both theoretical perspectives and practical implications, within the context of the information age and scientific advancement. The research aims to identify key ethical dilemmas in translation practices, analyse how evolving ethical standards influence translation choices and propose strategies for maintaining ethical integrity in cross-cultural communication. This analysis will contribute to a deeper understanding of the role translation plays in shaping and transmitting ethical values across linguistic and cultural boundaries.

Outline of the main material of the study. The concept of NEW ETHICS has emerged as a response to the profound societal and technological changes of the late 20th and early 21st centuries. Rooted in phil-

osophical ethics, this notion has been shaped by various disciplines, including social studies, linguistics and translation studies.

The evolution of the concept of NEW ETHICS reflects the growing need for ethical frameworks that address globalization, digitalization and intercultural communication. In 1993 Zygmunt Bauman introduced *post-modern ethics* as a response to the moral challenges of globalization and rapid social changes [3]. Unlike traditional modern ethics, which relied on absolute principles, postmodern ethics emphasizes individual responsibility, empathy and dialogue in moral decisions. Bauman highlighted the importance of understanding diverse moral perspectives in a globalized society and stressed the need for personal reflection on the consequences of actions. His ideas have influenced areas such as intercultural ethics, digital ethics and corporate responsibility, as well as translation studies, where cultural mediation, bias and power dynamics play a role.

In linguistics, the concept of NEW ETHICS emerged as scholars began exploring the ethical implications of language use, particularly in intercultural and digital communication. One significant development in this area is *discourse ethics*, developed by Jürgen Habermas and Karl-Otto Apel in the 1980s [5]. Discourse ethics emphasizes the importance of rational dialogue in forming moral norms, rejecting the imposition of ethical principles by authorities. Instead, it advocates for the emergence of ethical principles through open, inclusive and reasoned discussion.

The core principles of discourse ethics include: *Communicative rationality* asserts that ethical standards should be created through open, fair and logical discussions, where all participants actively contribute to thoughtful and reasoned exchanges. The *ideal speech situation* means that communication should be free from pressure, manipulation or control, guaranteeing that every participant has an equal chance to share their perspectives. The *universality and discourse principles* argue that a moral norm is valid if all those affected would consent to it through rational dialogue, ensuring that ethical decisions are grounded in mutual understanding and consensus [10].

Discourse ethics has been applied across a variety of fields, including:

Political and social ethics to support democratic decision-making, human rights and global governance, advocating for open, rational discussions rather than decisions dictated by powerful elites.

Linguistics and communication have influenced intercultural communication, *media ethics* and speech

act theory, emphasizing the need for clear, honest and non-deceptive dialogue.

Business ethics has encouraged transparent communication within corporations, ethical leadership and safeguarding consumer rights.

Translation ethics helps balance accuracy with cultural sensitivity in translation, addressing issues such as bias and the power dynamics in language representation.

Despite its broad applications, discourse ethics faces some challenges and criticisms. The idealism of achieving truly equal discourse is difficult in a world marked by economic and political inequalities. Additionally, cultural relativism presents a challenge in applying universal ethical norms (honesty, fairness and justice, respect for human dignity, non-maleficence, beneficence, autonomy and freedom, responsibility and accountability, respect for privacy, compassion and empathy, sustainability and stewardship) across different societies. In the digital age, issues such as misinformation and the influence of algorithms complicate the achievement of truly rational discourse in online spaces.

Nonetheless, discourse ethics remains a vital framework for addressing ethical issues across various fields, including politics, linguistics, business and translation, especially as the world becomes increasingly globalized and digitally interconnected. Habermas' ideas continue to shape discussions on fairness, transparency, and inclusivity in communication, despite critiques regarding their real-world applicability and idealistic nature [5].

Since the 1990s, *inclusive and non-discriminatory language* has become essential in promoting respect, equality and social justice. This language advocates for gender-neutral, non-racist and non-ableist language in professional and academic settings, driven by growing awareness of social inequalities [1]. Inclusive language promotes equality by reflecting diverse experiences and avoiding marginalization based on gender, race, disability or identity, while non-discriminatory language prevents the use of harmful terms that perpetuate prejudice or stereotypes. This is manifested through:

1) eliminating gendered terms, embracing inclusive pronouns (e.g., *they/them*) and ensuring gender equality in language;

2) avoiding racial slurs, respecting self-identified terms and addressing systemic racism through media and policymaking;

3) using person-first language to prioritize individuality over disability and highlighting abilities instead of limitations;

4) promoting inclusive pronouns and non-heteronormative language to support and acknowledge diverse identities.

Social media platforms like Twitter and TikTok have played a significant role in promoting inclusive language by facilitating discussions and raising awareness, although they also face challenges with the spread of hate speech. In the realm of AI and language algorithms, there are ongoing efforts to develop more inclusive machine learning systems aimed at reducing bias and fostering fairness. Additionally, media representation has seen a rise in diversity, reflecting public demand for more inclusive language and better representation of marginalized groups in content across various platforms [8].

Inclusive language plays a vital role in advancing social justice by promoting the recognition and dignity of marginalized groups, fostering equality and respect. Institutions are increasingly adopting inclusive language policies and offering training to reflect the diversity of contemporary societies. In translation, ethical communication is emphasized through gender-neutral and culturally sensitive language choices.

The field of *translation studies* has undergone a notable transformation in recent years, with ethical considerations taking centre stage in both research and practice. This emerging “new ethics” in translation focuses on cultural sensitivity, bias and the influence of technology. It underscores the moral duty of translators to represent cultures, languages and identities with accuracy and respect, while addressing challenges like power imbalances, social justice and the role of technological developments. Below are the key areas in which ethics is now deeply integrated into translation practices [1; 7; 8; 11].

Cultural sensitivity and representation. Translators are increasingly seen not just as linguistic mediators, but also as cultural bridge-builders. The ethical responsibility to respect and accurately convey cultural nuances, values and contexts is central to modern translation studies. This includes the following.

Adapting to cultural contexts which means that translators need to handle cultural references, idioms, and traditions that may not have exact counterparts in the target language. Ethical translation necessitates a thorough understanding of both the source and target cultures to prevent misrepresentations and ensure the message is accurately and respectfully conveyed.

Avoiding cultural imperialism in translation which means ensuring that the translator does not impose their own cultural values, beliefs or biases onto the text. Instead, they must respect the cultural, historical,

and political contexts of both the source and target languages.

Respecting minority voices in ethical translation which involves giving equal weight to marginalized or underrepresented voices, especially when translating texts related to social justice, gender equality and human rights. translators play an active role in shaping public discourse and their choices can either reinforce or challenge stereotypes.

Bias in translation has always been an inherent challenge but recent discussions in translation ethics have highlighted the moral implications of bias in language mediation. Translators, consciously or unconsciously, bring their own perspectives to the text, which can shape the final output in subtle yet powerful ways. Key ethical concerns include the following.

Ideological bias refers to the challenge translators face when working with texts that convey political, religious or ideological perspectives. Ethical translation demands recognizing these biases and striving for objectivity whenever feasible. However, absolute neutrality is rarely achievable and translators must carefully determine when it is necessary to uphold specific ethical principles, particularly when handling sensitive or contentious subject matter.

Gender and identity bias refer to the ethical complexities involved in translating gendered language and terminology. For instance, rendering gender-specific words or pronouns may require creative strategies to promote inclusivity for non-binary identities. Translators must remain aware of the potential impact of reinforcing gender stereotypes or inaccurately representing gender identities.

Power dynamics in translation refer to the challenges translators face when dealing with imbalances between the source and target cultures. This is particularly relevant in contexts like post-colonial translation or when translating between dominant and marginalized languages. Ethical translation seeks to prevent the reinforcement of these hierarchies while promoting fair and accurate representation.

3. Technology and machine translation. With the rise of machine translation (MT) and artificial intelligence (AI) in recent years, new ethical dilemmas have arisen. While technology has opened up new possibilities for faster and more efficient translations, it also introduces ethical concerns related to bias, transparency, and accountability.

Algorithmic bias refers to the tendency of machine translation tools, like Google Translate and DeepL, to mirror the biases present in their training data. As a result, these algorithms may reinforce stereotypes

or generate harmful language patterns that human translators could avoid. Ethical challenges include finding ways to minimize these biases and ensuring that machine translation is used in a manner that upholds cultural diversity and inclusivity.

Loss of human agency refers to the growing concern that as MT tools become more sophisticated, the translation process may become increasingly dehumanized. While translators collaborate with AI systems, they remain morally responsible for the final output. Ethical issues arise when there is excessive dependence on technology, particularly in critical fields like legal or medical translation, where accuracy and human judgment are essential (e.g., in legal or medical contexts).

Post-editing ethics refers to the ethical considerations arising from the growing reliance on MT in the translation industry, where human translators refine machine-generated text. Key concerns include maintaining accuracy, cultural relevance and linguistic integrity while also addressing the diminished agency that post-editors may face when working within AI-driven frameworks.

4. Ethical decision-making is an integral part of translation practice and translators often face difficult choices that involve balancing linguistic accuracy with ethical considerations. This includes the following.

Faithfulness vs. adaptation refers to the challenge translators often face in balancing loyalty to the original text with the need to modify it for the target audience. This involves making decisions on how closely to follow the source material, particularly when the original language includes cultural or political elements that may be difficult to convey or inappropriate for the target culture.

Transparency and accountability refer to the ethical responsibility of translators to maintain openness throughout the translation process. This includes explaining the decisions made during translation, particularly when these choices affect meaning, tone or representation. Translators must be accountable not only to the original author but also to the target audience, ensuring that their work contributes to clear, ethical communication.

Ethical translation of sensitive materials involves special considerations when translating texts such as medical, legal or political documents. Translators must be particularly mindful of the potential impact of their work, addressing ethical concerns related to confidentiality, accuracy, and the risk of harm.

Our investigation showed that **key ethical challenges** in translation related to inclusivity, neutrality and cultural adaptation include ensuring

fair representation of marginalized groups, avoiding ideological bias and balancing fidelity to the source text with cultural sensitivity:

Inclusivity. Translating texts in a way that avoids reinforcing stereotypes or excluding certain groups, particularly in relation to gender, race, disability, and LGBTQIA+ identities. For example, a text referring to a generic *fireman* may need to be translated as *firefighter* in a language where gendered terms are common, to ensure inclusivity. Additionally, if a text uses male pronouns as a default, the translator may need to decide whether to use gender-neutral pronouns like *they* or explicitly include both masculine and feminine forms.

Neutrality. Ensuring that the translation remains impartial, without injecting the translator's personal biases, especially when dealing with politically or culturally charged content. For example, translating political speeches or news articles can present challenges when the content may be biased toward a particular ideology. A translator may face pressure to reflect or counter the political slant of the source text, such as translating terms related to government policies in a way that may unintentionally favour one viewpoint over another.

Cultural Adaptation. Striking a balance between staying faithful to the source text and making necessary adaptations for the target culture without altering the original message or intent. For example, a translator working with a text that references local traditions, food or societal norms might face the dilemma of whether to adapt these references to something more familiar to the target audience or to leave them as is, potentially confusing readers. A metaphorical expression rooted in a specific cultural practice may require either an equivalent expression in the target language or a complete rephrasing to convey the intended meaning.

In our investigation, we propose that maintaining ethical integrity in translation while ensuring accuracy and cultural appropriateness involves adopting a range of strategies that balance fidelity to the source text with sensitivity to cultural nuances and inclusivity. These strategies include the following.

Cultural sensitivity and awareness. Understanding and respecting the cultural contexts of both the source and target languages is crucial. Translators must avoid making assumptions or imposing their own cultural biases on the text. When translating a text that includes humour or cultural references, a translator might choose to localize the content to make it understandable without altering the essence. For instance, an idiomatic expression specific to one

culture may be replaced with an equivalent in the target culture to maintain the impact while respecting cultural differences, e.g. *Our company is a well-oiled machine, and we are ready to take on the new challenges ahead* [12]. – Наша компанія працює як злагоджений механізм, і ми готові приймати нові виклики. The expression *well-oiled machine* commonly used in business contexts to describe a company that is functioning efficiently and effectively, often referring to smooth operations and teamwork is translated as 'злагоджений механізм', which conveys the same meaning of a smooth and efficient system, but in a way that resonates with Ukrainian speakers. The original expression *well-oiled machine* has a specific cultural connotation in English that might not be immediately clear or carry the same weight in Ukrainian. The translator has opted for the expression 'злагоджений механізм', which corresponds to 'a well-coordinated mechanism'. This Ukrainian equivalent maintains the essence of the phrase, – indicating a company with smooth, efficient operations – while avoiding the direct use of 'oiled', which could be culturally ambiguous. This approach ensures the business concept is conveyed effectively without imposing foreign imagery or creating confusion, thus demonstrating cultural sensitivity and awareness.

Inclusive language practices. The translator should ensure that language is inclusive, respectful and free from discrimination. This includes adapting gendered terms, racial or ethnic terminology and addressing issues of disability and LGBTQIA+ identities in the translation. If the source text uses terms like *chairman* or *fireman*, a translator should consider using gender-neutral terms like *chairperson* or *firefighter* to ensure that the translation does not marginalize or exclude anyone, e.g. *Our chairman has always been committed to the success of the company, and he continues to lead with great vision* [12]. – Наш голова правління завжди був відданий успіху компанії, і він продовжує вести з великим баченням. In this business context, the term *chairman* refers to the person in charge of the company or organization. However, the term is gendered and may not be inclusive of women or non-binary individuals. While 'голова правління' (chair of the board) is a gender-neutral term in Ukrainian, it still refers to a position without assuming gender. Additionally, the original sentence uses *he* 'він' to refer to the chairman, but in an inclusive translation, the translator could use 'він/вона' (he/she) or find other ways to make the reference more inclusive by avoiding assumptions about gender. This approach demonstrates inclusive language practices by making sure the translation

respects and includes all gender identities, thus fostering a more equitable and non-discriminatory environment in business communication.

Neutrality and impartiality. Translators must be aware of their own biases and ensure neutrality, especially when translating content that might have political, religious or ideological implications. The goal is to preserve the tone and intent of the original text while avoiding personal or cultural bias. When translating a politically charged article or speech, the translator must carefully choose words that do not skew the message. For instance, when translating a politically neutral term like *government official*, the translator should avoid choosing a term with a specific political connotation unless that is what the source text intended, e.g. *The government is committed to fostering economic growth while ensuring social stability* [2]. – Уряд прагне сприяти економічному зростанню, забезпечуючи соціальну стабільність. This sentence is politically neutral, focusing on general governance goals without leaning towards a particular political stance or ideology. The translator ensures neutrality and impartiality by carefully choosing language that does not reflect any political, religious or ideological bias. The term *government* is translated as ‘уряд’, which is neutral in Ukrainian and does not associate with a specific political group or perspective. Similarly, terms like *fostering* ‘сприяти’ and *ensuring* ‘забезпечуючи’ are non-partisan and help preserve the original tone of the statement. In this case, the translator avoids any language that might inadvertently suggest a particular political agenda, thus adhering to the principle of neutrality and impartiality. This is especially important in politically charged contexts where the message should be conveyed without bias.

Consultation with experts. When faced with complex or sensitive topics, it is important for the translator to consult subject matter experts or native speakers familiar with the relevant cultural or linguistic context. This helps ensure both accuracy and cultural appropriateness. For specialized content, such as medical or legal texts, a translator might seek input from a professional in the field to ensure that technical terms are translated correctly and in a way that aligns with cultural norms in the target language, e.g. *The patient was prescribed a regimen of corticosteroids to reduce inflammation* [9]. – Пацієнту призначено курс кортикостероїдів для зменшення запалення. In this case, consultation with experts is critical, since the text involves medical terminology, specifically regarding a prescribed treatment for inflammation, which requires precise knowledge of both medical lan-

guage and the cultural context in which the treatment is being discussed. A translator should ideally consult a medical professional or someone with expertise in healthcare to ensure that terms like *corticosteroids* are translated accurately and culturally appropriately. This ensures the technical terminology is correct and aligns with local medical practices, as well as respecting the cultural context in which medical treatments are discussed. If there were any uncertainties or specialized local practices, the translator could rely on an expert’s input to avoid errors and provide an accurate and culturally sensitive translation. This approach is essential for ensuring both accuracy and cultural appropriateness in specialized content.

Contextual understanding. Translators should always consider the purpose of the text and its target audience. This helps determine the degree of adaptation needed for cultural appropriateness while preserving the integrity of the original message. Translating a literary work might require a different approach than translating a legal document. While literary works might allow for more creative or culturally adaptive translations, legal texts must prioritize precision and avoid altering legal concepts, e.g. *She decided to take the matter to court, hoping for a fair resolution* [2]. – Вона вирішила подати справу до суду, сподіваючись на справедливе вирішення. This sentence, which is part of a legal text, refers to a person taking legal action and seeking justice. In this context, precision and clarity are essential, as any alteration of legal concepts could lead to misunderstandings. Translators need to consider the purpose of the text and the target audience when deciding on their approach. In this case, since the original text is legal, the translation focuses on precision, ensuring that terms like *court* and *fair resolution* are translated accurately without room for misinterpretation. This is especially important in legal documents, where even small changes in language can alter the meaning or legal validity. The translator must avoid unnecessary cultural adaptation that could affect the integrity of the legal concepts, as opposed to literary works, where more creative freedom may be allowed. The translation is guided by the need to maintain clarity and legal accuracy for the target audience, demonstrating a deep understanding of the context and purpose of the text.

Ethical use of technology. With the increasing reliance on machine translation (MT) and computer-assisted translation (CAT) tools, translators must use these tools ethically. This includes being aware of the limitations of MT and ensuring that it is not used to replace human judgment when it comes to sensitive or nuanced content. While a translator

might use MT to handle straightforward translations, they should manually review and adjust the output for accuracy, especially when the content involves sensitive issues such as cultural representation or ethical concerns, e.g. *The company aims to foster a diverse and inclusive work environment where all employees feel respected and valued* [12]. – Компанія прагне сприяти різноманітному та інклюзивному робочому середовищу, де всі працівники відчують себе поважаними та цінними. (The MT output (Google Translate)). Компанія прагне створити різноманітне та інклюзивне робоче середовище, де кожен співробітник почувається поважаним і цінним. (Revised translation after review). In this case, ethical use of technology involves recognizing the limitations of MT. While MT tools like Google Translate can handle straightforward text, they may lack the sensitivity needed for translating culturally significant or nuanced content and a translator should review and adjust it to ensure it fully respects the nuanced cultural implications and values behind *diverse* and *inclusive*. The initial translation is largely accurate, but after manual review, the translator refines the phrasing to ensure it better aligns with local cultural expectations and to emphasize respect for all employees. Words like *feel respected* ‘відчують себе поважаними’ are adjusted to ‘почувається поважаним’, which may better convey the intended sentiment. By manually reviewing and refining the MT output, the translator ensures that sensitive issues, such as diversity and inclusivity, are appropriately addressed in the translation. This highlights the ethical responsibility of translators to ensure that MT tools are used as an aid rather than a replacement for human judgment, especially in sensitive areas like cultural representation and ethical concerns.

Transparency and accountability. Translators should be transparent about their choices in cases of ambiguity or uncertainty, particularly when adapting a text for a different culture. They should also be willing to accept feedback and make revisions if needed. If a translator chooses to localize a product name or cultural reference that may not resonate with the target audience, they should document and justify this decision, ensuring that the adaptation aligns with the text’s intended message and purpose, e.g. *Our new Unoun brand of sportswear is designed for athletes who want both style and performance* [13]. – Наша нова марка спортивного одягу Unoun розроблена для атлетів, які цінують стиль та ефективність. In this case, the product name *Unoun* refers to a specific brand, and the translator must decide how

to handle it in the Ukrainian context, particularly if the brand is not widely recognized. The translator may choose to retain the brand name *Unoun*, assuming the target audience is familiar with it. However, if the brand is not well-known, the translator faces the challenge of either preserving the original name or localizing it. Transparency and accountability in this situation require the translator to document their decision to keep *Unoun* in the translation. If it is a niche or emerging brand, the translator can justify this choice by emphasizing the brand’s authenticity and prestige, which may appeal to the target audience. Alternatively, if the brand is unfamiliar, the translator might localize it by using a more recognizable term, such as ‘спортивна марка’ (sports brand) or another familiar brand name. In this case, the translator would need to explain their decision based on the cultural relevance and recognition of the brand in the target market.

If feedback suggests that the chosen approach is not ideal, such as if the brand name is too obscure, the translator should be open to revising the translation to better fit the audience. This ensures the translation is culturally appropriate and maintains the original message, while clearly justifying the decisions made.

By implementing these strategies, the translator ensures that the translation is both ethically responsible and culturally appropriate, reflecting the accuracy and integrity of the original content while accommodating the needs of the target audience.

Conclusions. The concept of new ethics in the field of translation has evolved significantly, particularly in response to the era of information and scientific advancement. The translator’s role has expanded beyond merely transferring words from one language to another; they now serve as cultural intermediaries, bridging linguistic gaps while maintaining ethical integrity. This “new ethics” emphasizes cultural sensitivity, inclusivity, neutrality and the careful integration of technology, particularly machine translation tools. Translators face a series of challenges, such as representing marginalized voices, avoiding biases and ensuring cultural accuracy without imposing foreign values. As they navigate these complexities, they must remain accountable and transparent in their decision-making, especially when handling sensitive or ideologically charged material. In an age where technology is reshaping communication, translators must balance human judgment with the use of AI tools to maintain the integrity and ethical standards of their work.

The integration of ethics into translation is not only about linguistic precision but also about

reflecting the social, cultural and moral values of both the source and target audiences. This transformation in translation practices marks a pivotal moment in the profession, demanding that translators not only understand language but also the ethical dimensions of their craft. As the world becomes more interconnected through digital and scientific progress, the ethical responsibilities of translators will continue to evolve, ensuring that their work remains a crucial element in fostering clear, inclusive, and respectful communication across cultures.

Further research in this field could explore several avenues. First, deeper investigations into the ethical implications of machine translation and artificial intelligence are essential. This includes studying algorithmic bias, the potential dehumanization of translation through over-reliance on technology, and the impact of AI on cultural sensitivity. Additionally, research could focus on developing ethical frameworks and guidelines for post-editing practices in machine translation, particularly in high-stakes contexts like law or healthcare, where accuracy is critical.

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Бойко Я. В. КОНЦЕПТ НОВА ЕТИКА В ЕРУ ІНФОРМАЦІЙНИХ ТЕХНОЛОГІЙ ТА НАУКОВОГО ПРОГРЕСУ: ПЕРЕКЛАДАЦЬКА ПЕРСПЕКТИВА

У статті розглядається еволюція концепту НОВА ЕТИКА в перекладі, зокрема моральні та етичні виклики, з якими стикаються перекладачі в еру інформаційних технологій та наукового прогресу. Дослідження наголошує на ролі перекладачів як культурних посередників, які відповідають за забезпечення культурної чутливості, точного відображення та комунікації без упереджень. У статті розглядаються важливі етичні обов'язки, такі як боротьба з ідеологічними упередженнями, забезпечення гендерної інклюзивності та культурна адаптація в процесі перекладу. Однією з основних тем є моральний обов'язок перекладачів точно відображати не лише лінгвістичний зміст, а й культурні, політичні та соціальні контексти, властиві оригінальному тексту. У статті підкреслюється необхідність уникати культурного імперіалізму, особливо при перекладі матеріалів із домінуючих культур на маргіналізовані. Крім того, розглядаються етичні наслідки використання інструментів машинного перекладу, зокрема проблеми алгоритмічних упереджень, втрати людського контролю та можливість виникнення шкідливих стереотипів у перекладах, створених за допомогою штучного інтелекту. Дослідження також охоплює етичні принципи відданості тексту та адаптації, нейтральності та важливості прозорості та підзвітності в прийнятті перекладацьких рішень. Особлива увага приділяється практиці використання інклюзивної мови та відповідальності за забезпечення рівного представництва всіх груп, включаючи ЛГБТКІ+, расові та групи людей з інвалідністю.

Також обговорюється майбутнє етики перекладу, з акцентом на потенціал перекладу у просуванні соціальної справедливості та виклики, пов'язані з глобалізацією в міжкультурній комунікації.

Ключові слова: *Нова етика, культурна чутливість, ідеологічні упередження, гендерна інклюзивність, машинний переклад, штучний інтелект, постредагування, прозорість, підзвітність, інклюзивність, нейтральність, глобалізація, соціальна справедливість.*