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STRATEGIC TRANSLATION PARADIGMS IN THE LOCALISATION OF DIVERSE TEXTUAL GENRES

The article explores translation strategies employed in the localization of texts belonging to different genres, with a focus on the functional, linguistic, and cultural challenges that arise in the process of adapting content for target audiences. Localization is viewed not merely as a linguistic transfer but as a complex intercultural practice that requires sensitivity to genre-specific conventions, communicative purposes, and sociocultural norms. The study examines how translation strategies vary depending on text genre, including informative, technical, literary, and promotional texts, and analyzes the effectiveness of these strategies in preserving meaning, functionality, and pragmatic impact.

The research draws on theoretical frameworks from translation studies, genre theory, and functionalist approaches, emphasizing the importance of context-oriented decision-making in localization. Particular attention is paid to strategies which are frequently used to achieve equivalence at the functional rather than formal level. The article highlights that successful localization requires a balance between fidelity to the source text and appropriateness for the target culture, especially in genres with high pragmatic or persuasive value.

Through analysis, the study demonstrates that no universal strategy can be applied across all genres. Instead, translators must employ flexible and genre-sensitive approaches to meet the expectations of target readers, because different genres require different strategic approaches in order to ensure functional equivalence and communicative effectiveness.

The findings contribute to a deeper understanding of translation as a dynamic and purpose-driven activity and underscore the necessity of genre awareness in professional translation and localization practices. The article may be useful for researchers, translation students, and practitioners interested in genre-based translation analysis and applied localization strategies.

Keywords: *paradigm, translation strategies, localization; text genres, genre-based translation, intercultural communication, functional equivalence.*

Problem statement. In contemporary translation studies, increasing attention has been paid to the concept of “translation strategy” as a key factor shaping translational decision-making across different text types and communicative contexts. As Romaniuk and Zapotichna (2020) emphasise, translation strategies constitute a system of conscious, goal-oriented actions adopted by the translator in order to achieve an adequate and functional target text. Rather than being limited to isolated linguistic choices, strate-

gies operate on a higher level of textual organisation, guiding the selection of specific techniques and procedures throughout the translation process.

The relevance of translation strategies becomes particularly evident in the context of localisation, where texts are adapted not only linguistically but also culturally, pragmatically, and stylistically for a specific target audience. Localisation presupposes sensitivity to genre conventions, communicative purposes, and recipient expectations, all of which influ-



ence strategic choices. As Romaniuk and Zapotichna [6] note, the selection of an appropriate translation strategy is determined by multiple factors, including the type of source text, its function, the norms of the target culture, and the intended readership. Consequently, different genres require different strategic approaches in order to ensure functional equivalence and communicative effectiveness. “The global translation strategy is formed as a result of the translator’s choice of the main principles, which in this situation seem to correspond to the communication goal, cognitive needs and interests of the target audience, and, according to the translator, take into account the main characteristics of the source text” [3, p.127]

This thesis focuses on translation strategies used in the localisation of texts belonging to different genres, examining how strategic decisions vary depending on textual and genre-specific characteristics. By adopting the theoretical framework proposed by Romaniuk and Zapotichna [3], the study treats translation strategy as a purposeful and systematic phenomenon rather than a set of random or purely intuitive choices.

Analysis of recent research and publications.

The present study is grounded on Skopos Theory, which serves as the principal analytical framework for examining translation strategies in the localisation of texts belonging to different genres. Developed within the functionalist tradition of translation studies, Skopos Theory foregrounds the purpose (skopos) of the target text as the primary determinant of translational decisions [4]. According to this approach, a translation is not evaluated solely on the basis of its equivalence to the source text, but rather on how effectively it fulfils its intended communicative function in the target culture. This perspective is particularly relevant for localisation, where translations are produced for specific audiences and contexts, often requiring substantial adaptation beyond linguistic transfer. Many Ukrainian and foreign scholars, such as Ya. V. Boiko [1], O.B. Kanevska, I.V Bilyi [7], A.V. Pankova [8], H. Zhu, L.H. Ang, N.S. Mansor [6], A.F. Costales [2] made a significant contribution in investigating translation strategies in localization of diverse textual genres.

Task statement. The analysis aims to demonstrate that localisation is not a uniform process but a genre-dependent practice in which translation strategies are adapted to meet distinct communicative goals. In doing so, the thesis seeks to contribute to a more nuanced understanding of how strategic translation behaviour facilitates successful localisation across diverse genres.

Outline of the main material of the study.

Within this functionalist paradigm, the dichotomy of

foreignisation and domestication constitutes a central set of strategic options [8]. Foreignisation involves preserving elements of the source culture, thereby maintaining its cultural specificity and otherness, whereas domestication prioritises the norms, expectations, and cultural references of the target audience. These strategies represent opposing yet complementary approaches that translators may employ depending on genre conventions and localisation goals.

Closely related to domestication is the concept of cultural adaptation, which entails modifying culture-bound elements to ensure comprehensibility and pragmatic effectiveness in the target culture. In localisation contexts, particularly in genres such as advertising, media, and digital content, cultural adaptation often becomes a dominant strategy, as the success of the translated text depends on its immediate intelligibility and cultural resonance. By integrating Skopos Theory with the strategic framework of foreignisation, domestication, and cultural adaptation, this study establishes a coherent theoretical basis for analysing genre-specific localisation strategies.

Localisation and strategy types. In contemporary translation studies, localisation is increasingly viewed as a practice that extends beyond traditional notions of translation. While translation is primarily concerned with transferring meaning between languages, localisation involves a broader process of cultural, functional, and contextual adaptation aimed at ensuring the target text’s effectiveness within a specific sociocultural environment. “While rendering from one language into another the translator may face a lot of problems and they are: pragmatic translation problems: (it arises from the particular transfer situation with its specific contrast of source text versus target text recipients); cultural translation problems: (these are a result of differences in culture-specific habits, expectations, norms and conventions concerning verbal and other behavior, general norms of style etc.)” [3, p. 126]. As Costales [2] argues, localisation represents a multidimensional activity in which linguistic transfer is only one component among many others, including cultural mediation, genre awareness, and audience orientation. “Indeed, it can be argued that this is one of the most relevant decisions to be taken in the translation process since it may influence the whole localisation strategy of a video game into the target locale and will also lead to the application of other particular strategies (for instance, the ‘no translation’ of certain names or items)” [2, p. 400]

Costales’ analysis of video game localisation illustrates how localisation requires the application of diverse translation strategies depending on the

nature of the text segment. Within a single product, translators may encounter narrative passages, user interface elements, instructional texts, and dialogic content, each governed by different genre conventions. Consequently, localisation demands strategic flexibility, as literal translation may be appropriate in some contexts, while adaptation, omission, or reformulation may be required in others. This genre-sensitive approach underscores the strategic nature of localisation, where translation choices are guided by functionality and user experience rather than formal equivalence alone.

Similarly, Kanevska and Bilyi [7] emphasise that localisation should be understood as a communicatively driven process shaped by the expectations and cultural background of the target audience. Their research highlights the role of strategies such as domestication, cultural substitution, explicitation, and transcreation in achieving localisation goals, particularly in digital and interactive genres. These strategies allow translators to accommodate cultural references, humour, idiomatic expressions, and pragmatic norms that may not be directly transferable across cultures.

Both studies stress that localisation strategies are not randomly selected but are informed by the genre, medium, and communicative purpose of the text. For instance, entertainment-oriented genres prioritise engagement and immersion, often necessitating creative adaptation, while informational genres may favour clarity and functional transparency. In this sense, localisation operates within the functionalist paradigm outlined by Skopos Theory, as strategic decisions are made in accordance with the intended purpose of the target text.

By conceptualising localisation as a strategy-driven and genre-dependent practice, the works of Costales [2] and Kanevska and Bilyi [7] provide a valuable framework for analysing how translation strategies are deployed across different genres. Their findings support the view that successful localisation requires a balance between linguistic accuracy and cultural adaptability, reinforcing the central role of translation strategies in mediating between source and target contexts.

Case studies by genre

1. Video Game Texts

Video game localisation exemplifies a genre in which multiple text types coexist within a single product, including narrative sequences, character dialogue, user interface (UI) elements, and instructional content. Costales [2] demonstrates that these heterogeneous components require differentiated strategic approaches. Narrative and dialogic elements often

prioritise immersion and emotional engagement, which may necessitate adaptive strategies such as reformulation, cultural substitution, or transcreation. “Video games have evolved into multimodal and multidimensional products and new approaches and insights are required when studying the adaptation of games into different cultures” [2, p.385]. In contrast, UI elements and system messages are typically governed by functional constraints, including space limitations and usability requirements, which favour concise and standardised solutions.

Costales’ study highlights that effective game localisation depends on the translator’s ability to shift strategically between creative and functional modes of translation. Literal translation may compromise user experience in narrative contexts, while excessive adaptation in UI texts may lead to ambiguity or functional breakdown. This genre therefore illustrates the necessity of strategy variation within a single localisation project.

2. Marketing Texts

Marketing and advertising texts represent a genre where persuasive intent and cultural resonance are paramount. Research by Boiko [1] emphasises that localisation in this domain frequently involves domestication-oriented strategies and cultural adaptation. Advertising messages often rely on wordplay, cultural references, and emotional appeal, which rarely transfer directly across cultures. “The complexity of translating such texts lies in balancing fidelity to the original message with the need for cultural and linguistic adaptation to local norms, values and consumer behaviour” [1, p. 20]

Both authors note that strategies such as transcreation, substitution of culture-specific elements, and pragmatic adaptation are commonly employed to preserve the persuasive function of the source text. In business communication, clarity and credibility are also central concerns, leading to strategic choices that balance cultural adaptation with terminological consistency. These findings demonstrate that marketing localisation prioritises functional equivalence over formal fidelity, in line with a Skopos-oriented approach.

3. Media Texts

Media texts, including journalistic and audiovisual content, constitute a genre characterised by immediacy, accessibility, and audience orientation. Comparative studies indicate that localisation strategies in media translation often combine elements of domestication and explicitation to ensure comprehensibility for the target audience. In journalism, cultural references, institutional terms, and socio-political contexts frequently require contextualisation or adaptation.

Audiovisual media introduces additional constraints, such as time and space limitations, which further influence strategic choices. Strategies such as condensation, omission, and reformulation are commonly applied to maintain coherence and readability. The media genre thus highlights the interaction between technical constraints and cultural considerations in localisation practices.

Across all genres, cultural adaptation has emerged as a central component of successful localisation, though its scope and intensity vary according to genre conventions and communicative purpose. The comparative analysis underscores that no single strategy can be considered universally effective; rather, strategic choices must be evaluated within a functional and genre-sensitive framework. This reinforces the relevance of Skopos Theory in contemporary localisation studies, as it provides a coherent explanatory model for strategic variation across genres.

Conclusions. The present study has examined translation strategies employed in the localisation of texts across different genres, with a particular focus on video game, marketing, and media texts. Drawing on functionalist translation theory and empirical research, the analysis has demonstrated that localisation is a strategy-driven and purpose-oriented process rather than a uniform extension of traditional translation. The findings confirm that translation strat-

egies are selected and applied in accordance with genre-specific communicative goals, audience expectations, and contextual constraints.

By adopting Skopos Theory as the primary analytical framework, the study has shown that the effectiveness of localisation strategies is best understood in relation to the intended function of the target text. In video game localisation, strategic flexibility enables translators to balance creative adaptation in narrative elements with functional precision in user interface texts. Marketing localisation, in contrast, prioritises persuasive impact, resulting in a strong reliance on domestication, cultural adaptation, and transcreation. Media localisation occupies an intermediate position, where strategies such as explicitation, condensation, and selective adaptation are employed to ensure clarity and accessibility under technical and temporal constraints.

Further research could expand the scope of this study by incorporating additional genres, such as legal, medical, or educational texts, where localisation strategies may be constrained by stricter normative frameworks. Future studies may also adopt corpus-based or reception-oriented methodologies to assess the impact of localisation strategies on target audiences. Such research would contribute to a more comprehensive understanding of how translation strategies operate within the evolving landscape of globalised communication.

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**Баняс Н. Ю., Четова Н. Й., Лізак К. М. СТРАТЕГІЧНІ ПАРАДИГМИ ПЕРЕКЛАДУ
ЛОКАЛІЗАЦІЇ РІЗНОМАНІТНИХ ТЕКСТУАЛЬНИХ ЖАНРІВ**

У статті досліджуються перекладацькі стратегії, що застосовуються в процесі локалізації текстів різних жанрів, з урахуванням функціональних, мовних та культурних труднощів, які виникають під час адаптації тексту до потреб цільової аудиторії. Локалізація розглядається не лише як мовний переклад, а як складний міжкультурний процес, що передбачає врахування жанрових особливостей, комунікативних завдань і соціокультурних норм мови перекладу. У роботі проаналізовано варіативність перекладацьких стратегій залежно від жанру тексту, зокрема інформативних, технічних, художніх і рекламних матеріалів, а також оцінено їхню ефективність у збереженні змісту, функціональності та прагматичного впливу.

Дослідження ґрунтується на теоретичних засадах перекладознавства, теорії жанрів і функціоналістських підходів, що підкреслюють важливість контекстуально зумовленого вибору перекладацьких рішень у процесі локалізації. Особливу увагу приділено таким стратегіям, які забезпечують досягнення функціональної, а не формальної еквівалентності. Наголошується, що успішна локалізація передбачає збалансоване поєднання точності передачі змісту оригіналу та відповідності нормам і очікуванням цільової культури, особливо у текстах із вираженою прагматичною або переконувальною функцією.

На основі аналізу доведено, що універсальної перекладацької стратегії для всіх жанрів не існує, а перекладач повинен застосовувати гнучкий і жанрово орієнтований підхід, позаяк різні жанри потребують різних стратегічних підходів для забезпечення функціональної еквівалентності та комунікативної ефективності. Отримані результати поглиблюють розуміння перекладу як цілеспрямованої та динамічної діяльності й підтверджують необхідність жанрової компетентності в професійній перекладацькій і локалізаційній практиці.

Ключові слова: парадигми, перекладацькі стратегії; локалізація; жанри тексту; жанрово орієнтований переклад; міжкультурна комунікація; функціональна еквівалентність.

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