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CURRENT CHALLENGES IN CULTURE AND ART TEXTS TRANSLATION: THE CASE OF KYIV MUSEUMS WEBSITES

Nowadays Ukraine is ambitious to become a respectable partner of the world's leading countries. In order to overcome the post-colonial negative effects, we could look at the positive experience of the post-USSR states, like Estonia that built its policy following the idea of 19th century cultural leader Jacob Hurt: "We can never become politically a powerful nation, but we can be great in the spiritual-cultural sense" [6, p. 75]. To promote Ukraine globally, we need to translate our culture and art messages. The recognition of a local cultural identity made visible in the translated text helps establish the reciprocal relationship in the process of cross-cultural communication [3, p. 27]. Currently, website translation is crucial [2, p. 89]. Specific field terms are available in dictionaries (see, for example, [1]). The prime task is to present our cultural heritage in English by means of Internet media though this process can obviously meet some possible limitations and challenges.

With the idea to investigate current challenges in culture and art texts translation, a group of Kyiv museums' websites was studied. The choice of museums was in line with the State Part of the Museum Fund of Ukraine List [4], excluding those museums that ceased to exist[1], and including new ones[2]. Thus a total of 51 Kyiv museums were analysed in the initial stage of the research by the following criteria:

- availability of a website in Ukrainian;
- in case of a positive answer, availability of the English version of the website;
- in case of the positive answer, quality of the translation.

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[1] For example, Hryhoryi Svitlytsky memorial museum, or Museum of Labour and Trade Unions.
[2] For example, Mykola Bazhan memorial museum.

The findings indicate that 12% of Kyiv museums have no website while 31% of the museums do not have English versions for their websites. Of the remaining 57% of Kyiv museums, 10% have relatively full English translation of their websites. Another 10% have limited English versions. 29% of the websites give only essential information in English (one-page annotation or a 3D virtual tour with no explanation). 4% of the study participants show minimal information, like address and contact person only. 4% of museums have their English website versions empty.

The next stage of the research was to check 5 randomly chosen translated abstracts from museum websites for possible language mistakes. Only small mistakes were found, i.e. article usage, alternative spelling of Ukrainian proper names, or typos.

When these steps have been completed, stylistic analysis of a sample text[3] was performed. The scheme we used is detailed in [5, p. 106-107]. The text briefly yet substantially describes the historical and social context of the specific part of the museum's exposition for foreign readers (the general target audience of the text). Similar texts present other parts of the exposition, creating a broader picture in full. The genre of the text is a history article [7, p. 6], and the register is formal. The text is chronological. Numerals and proper names are broadly used. Specific history terminology (for example, *Treaty of Andrusiv, Hetman*) is widely used , as well as art history (architectural) terms (*fortress, ramparts, bastions*). Lexical bundles are applied (*came to the conclusion, in addition to, thereby, significantly, eventually, resulted in, by means of, at the same time, in addition to*) as a typical expressive means, as well as the passive voice (*were given, was raised*) and modality (*could have been used, could strike*). Synonymy is used as well (*site - location, old – ancient, strike – attack*).

On a general note, the results suggest that major current challenges of culture and art texts translation in the museum sphere lie in organisation and management of

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[3]Old Kyiv and Old Pechersk fortresses [Електронний ресурс] // Київська фортеця (Kyiv Fortress). – 2021. – Режим доступу до ресурсу: https://www.kyiv-fortress.org.ua/history?lang=en.

the process, not linguistic and translation difficulties. The current study offers therefore some important insights into the problem.

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