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THE GENRE-SPECIFIC CHARACTERISTICS OF BUSINESS CORRESPONDENCE AND THEIR IMPACT ON TRANSLATION DECISIONS

The growth of global connections necessitates the maintenance of business documentation, where the utmost accuracy in translation is of critical importance. As these texts belong to the formal business style, they require the use of standardised phrases that help to convey the message clearly in accordance with established norms. Given the relevance of the issue under consideration, the aim of this article is to identify the key challenges involved in translating business correspondence and to analyse ways of overcoming them. Understanding the specific features of translating such texts is important not only for professional translators, but also for lawyers, economists, managers and other professionals who work with international documents.

Business documentation encompasses a wide range of texts, among which official letters, agreements, contracts, memoranda, financial reports and commercial proposals play a significant role. These are characterised by standardised language and a clear structure, which helps to avoid any ambiguity in the interpretation of the content. At the same time, financial documentation, particularly reports and balance sheets, is distinguished by a significant number of numerical indicators and specialised terminology, the meaning of which may vary depending on the context. Business correspondence serves both as a source of information and as a written communication tool for achieving a specific objective. Business correspondence is usually divided into administrative and commercial correspondence. Administrative letters are used to establish official contacts between business entities and are generally straightforward in content and brief in length. Commercial letters, on the other hand, relate to the

negotiation and execution of commercial agreements. In general, business correspondence covers a wide range of issues, including: cooperation with domestic and foreign companies, participation in commercial activities, interaction within consortia, the preparation and execution of contracts, the determination of payment methods and terms, the secondment of specialists, staff training, the handling of complaints and the settlement of claims, employment, medical care and other aspects of business activity (Пожарська, Киричук, Юшак, 2025).

In today's business world, where every detail count, high-quality translation plays a key role in fostering effective cooperation between companies. It is precisely this that helps to overcome language barriers, enter new markets and establish contact with customers from different cultural backgrounds. For example, Nike successfully adapts its advertising campaigns for different countries. Their famous slogan 'Just Do It' is translated to consider local characteristics and audience perceptions, allowing the brand to remain recognisable whilst staying close to consumers worldwide. An analysis of the linguistic features of business English reveals several key characteristics. First and foremost is the formal style, characterised by the absence of colloquial vocabulary and the use of complex syntactic structures and passive constructions, which lend the text an official tone. Specialised terminology also plays an important role, as business documents are replete with industry-specific terms, abbreviations and acronyms (Марков, Марченко, 2018). Translating them requires not only knowledge of linguistic equivalents, but also a deep understanding of the relevant field. As noted by Markov D. and Marchenko V., the difficulty lies in the fact that certain terms have no exact Ukrainian equivalents, so the translator is forced to resort to descriptive constructions or loanwords. For example, the term 'endorsement' in a financial context can be rendered as 'підтвердження' depending on the context. Literal translation is primarily used for translating neologisms of foreign origin and technical terms, for example *brainstorming* – «мозковий штурм», *asoftware* – «програмне забезпечення». The

language of business correspondence is characterised above all by clarity and precision of expression, as well as an almost complete absence of emotion. In such texts, ambiguous interpretations of the content are not permitted; therefore, every formulation must be unambiguous and clear. Accordingly, a high-quality business translation must meet the following requirements:

- accuracy – the translation must reproduce all the points and meanings contained in the original;
- conciseness – information is presented succinctly, without unnecessary details or repetition;
- clarity – even when concise, the text must remain understandable and fully convey the meaning of the original;
- literary style – the translation must conform to the norms of modern literary language without directly copying foreign syntactic structures.

When translating a document's title, if it accurately conveys the content, it should be reproduced as closely as possible to the original. If, however, the title is too brief or promotional in nature, the translator may add a brief explanation or summary to aid understanding.

All abbreviations used in the original text must be expanded in accordance with generally accepted conventions and specialist standards.

The following are usually translated in the text:

- the names of departments and divisions within institutions and organisations;
- the names of positions, ranks, academic degrees and titles;
- proper names and names of places in accordance with established practice. In the text of the translation, the following are transcribed:
 - foreign surnames, proper names and titles, taking into account the traditional spelling of well-known surnames;
 - articles in foreign surnames;

- names of foreign firms, companies, joint-stock companies, corporations, concerns, monopolies, industrial associations;
- conjunctions and prepositions in company names;
- brand names of machines, devices, chemical substances, products, materials.

In the text of the translation, the following are replaced with Ukrainian equivalents: specialist terms; geographical names.

An analysis of the challenges involved in translating business correspondence allows us to broadly categorise them into several key groups. The first group comprises lexical and terminological challenges arising from the lack of precise equivalents for certain terms in the target language. The second group comprises genre- and structure-related difficulties, which stem from differences in the rules governing the formatting of business letters across various cultural traditions. The third group consists of pragmatic and stylistic difficulties associated with different ways of expressing politeness, tone and hierarchical relationships between participants in business communication (Гарасимів, 2018). In business correspondence, the use of synonyms to avoid ambiguity is kept to a minimum. Furthermore, emotionally charged vocabulary is rarely used, and the structure of the text is strictly regulated. Such documents are characterised by the use of established linguistic formulas and standard phrases. It is precisely the use of such clichés that is a typical feature of English-language business correspondence. They have a clear pragmatic focus and help to implement the principles of business politeness in communication (Андрієнко, 2002). For example: *We were pleased to learn your interest in...* – Нам було приємно дізнатися про Вашу зацікавленість у ...

Therefore, to produce a high-quality translation of business documents, it is important to combine the use of reference sources with the application of adaptive translation approaches and modern technological solutions. A high standard of translation is achieved not only through a thorough command of terminology, but also

through the ability to adapt the text to take account of the cultural and legal characteristics of the target language.

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CROSS-CULTURAL COMMUNICATION IN THE GLOBALIZED WORLD

In the twenty-first century, globalisation has transformed communication, education, labour markets, and everyday social interaction. People collaborate in multicultural teams, study abroad, and communicate online with partners from diverse linguistic and cultural backgrounds. As a result, cross-cultural communication has become an essential competence for successful participation in the modern world.

The topic's relevance is underscored by the growing number of situations in which misunderstandings arise not from limited language knowledge but from differing values, behavioural norms, attitudes to hierarchy, concepts of politeness, and communication expectations. Even when English is used as a common language, speakers may interpret the same message differently (Jackson, 2023).