

ARTICLE

## Complex, Contrastive Multi-Paradigmatic Studies for Studying Expressive Means in the Translation of Journalistic Texts from English to Ukrainian

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### ABSTRACT

The aim of the research is to determine the effectiveness of polyparadigm analysis for studying the transfer of expressive means in the translation of journalistic texts from English to Ukrainian. The research employed content analysis, the method of analysis of linguistic action, translation evaluation by experts. The frequency of use of expressive means, the comparison of the length of sentences, the comparison of the lexical diversity of the original English text and its Ukrainian translation were used for statistical data processing. The t-test, chi-square, congruence index were also used. Publicists use a wide range of expressive vocabulary to make their articles more interesting, emotional, and persuasive. Expressive vocabulary emphasizes the weight and significance of facts, creates an emotional effect, emphasizes the novelty or revolutionary nature, and also warns about the potential danger or tragedy of the situation. The translation of expressive

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vocabulary from English to Ukrainian is difficult, as it is important to convey not only the exact meaning of the word, but also its emotional colour. The results obtained in this way show the high efficiency of polyparadigm analysis for the study of expressive means. Prospects for further research include the development of new technologies for automatic translation that take into account the expressive means of language. This can help to ensure a more accurate and emotionally rich translation of journalistic texts.

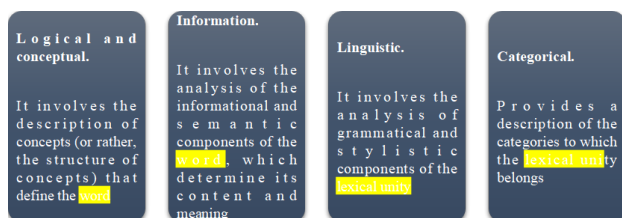
**Keywords:** Journalistic Discourse; International Press; Content Analysis; Accurate Translation; Transfer of Emotions

## 1. Introduction

### Relevance

Any texts have linguistic means that form their linguo-stylistic originality, and the translation of a journalistic text is no exception<sup>[1]</sup>. In texts of this type, the author needs to present some information in a structured and logical manner, add vividness and emotionality to the statement, attract the reader's attention, create a dialogue between the author and the audience, convey the dynamics, show his/her attitude to facts or phenomena<sup>[2]</sup>. The relevance of this study is emphasized by the fact that journalistic texts are of great interest for the study of linguistic means that characterize a journalistic text, the analysis of which provides a deeper understanding of them and, moreover, helps the translator to make a correct translation while preserving the form, style and the desired impact on the reader.

We understand polyparadigm analysis as the interpretation of the same object by several research aspects that complement each other, which creates a complete vision of the object and contributes to the formation of a more detailed picture of it<sup>[3]</sup>. The polyparadigmatic nature of the analysis involves various aspects, which are presented in **Figure 1**.



**Figure 1.** The main aspects of polyparadigm analysis adapted from Dubovitskaya<sup>[4]</sup>.

**Figure 1** shows that polyparadigm analysis involves the application of several theoretical approaches and methods at the same time. This approach is of particular importance for studying the translation of journalistic texts, which often

contain various stylistic, lexical, and syntactic means of expressing expressiveness<sup>[5]</sup>. The use of different paradigms, such as cognitive, hermeneutic, and existential, allows for a more complete understanding of translation decisions and their impact on the final text<sup>[6]</sup>.

Polyparadigm analysis takes into account cultural features that may have an impact on the use of expressive means of translation. Each English-speaking culture has its own stylistic features, which may differ significantly from the Ukrainian-speaking cultural paradigm. In translation, it is necessary to create new texts that are more natural and comprehensible to the target audience using the analysis of these differences through different theoretical approaches<sup>[7]</sup>.

An important aspect of this research is the study of the impact of modern technologies on the translation of expressive means from English into Ukrainian. Polyparadigm analysis involves investigating how well automated translators work and whether they can preserve the emotional and expressive content of a text. This reveals the advantages and disadvantages of automatic translation methods<sup>[8]</sup>.

The interaction of different language levels in the translation process should also be studied. The approach proposed for consideration takes into account the effect of lexical, grammatical and stylistic features of the original on the translation, and the ways of their adaptation for achieving a similar emotional effect in the target language<sup>[9]</sup>. It is important not only to preserve the content of the text, but also to transfer its stylistic and expressive characteristics. There is a need to create translations that not only inform, but also evoke readers' emotional response similar to that evoked by the original text<sup>[10]</sup>.

*The focus of the research* is the use of polyparadigm analysis to study expressive means in the translation of journalistic texts from English to Ukrainian. The problem is preserving the emotional and stylistic effect of the original during translation. The problem includes the study of inter-

action between lexical, grammatical and stylistic features of texts at different language levels. The research is also aimed at identifying strategies that will help translators to adequately convey the expressiveness of the original, thereby providing a similar emotional impact on target language readers.

*The aim of the research* is to determine effective methods of using polyparadigm analysis for the study and transfer of expressive means in the translation of journalistic texts from English to Ukrainian.

#### Objectives/questions

1. Research on the preservation of key words and the transfer of expressive vocabulary in the translation of journalistic texts.
2. Identifying the preservation of the linguistic action of expressive vocabulary in the translation of journalistic texts.
3. Checking the adequacy of translations to the original texts.

## 2. Literature Review

The analysis of earlier studies provides a deep understanding of the theoretical concepts that underlie this paper. Knowledge of theoretical approaches and concepts enables developing a clear and well-founded methodology, as well as advance hypotheses and determine research objectives. The study of existing academic material provides a basis for understanding the current state of knowledge in a certain field, reveals the gaps in research and contributes to the development of new, more effective approaches.

Papanagnou<sup>[11]</sup> studies the ways in which journalists have created a professional community in the context of the dominance of social media in the editorial offices. Based on the theory of discourse, journalism is considered as a symbolic practice constituted through the discourse of journalists. The authors used pragmatic sociology to approach journalists as reflective practitioners who base their agreements with others on a plurality of moral values. The analysis of journalists' interaction in the digital environment for this study reveals the issue of changes in discursive practices and expressive means they use. The application of discourse theory and pragmatic sociology in research allows for a deeper understanding of moral and ethical values that influence journalistic activity.

Peeters and Maesele<sup>[12]</sup> investigate the interpretive

journalistic styles and forms used by four Flemish digital news start-ups. The authors used a theoretical approach based on the concepts of journalism as an executive discourse and agonistic pluralism. The study found three forms of interpretive interaction: alienated subjectivity, a combination of personal narratives and conversational style, as well as a fine line between advocacy, dogmatism, and conspiracy. In the context of this research, this article provides an important context for the study of expressive means in the translation of journalistic texts. It demonstrates how different styles and forms of journalism influence the creation of news content, which, in turn, can influence the translation of texts.

The work of Slipetska et al.<sup>[13]</sup> is of particular interest for this study. The aim of their article is to gain a deeper understanding of the role and functioning of verbal means of expressing emotional tension in journalistic texts. The revealed linguistic features of the expression of emotional tension and the dependence on the context can be useful for translators who seek to preserve the emotional colouring of the original. Analysis of the sociocultural context, communication goals, and relationships between communicators provides translators with the tools to adequately reproduce emotional nuances in the target texts.

Next, the article by Tomić-Brkuljan and Tepavčević<sup>[14]</sup> should be mentioned, which explores the issue of how interrogative forms can change their function depending on the context and stylistic techniques used in journalism. The results of the study emphasize the importance of understanding the sociocultural context and specific lexical and structural markers when translating journalistic texts. This knowledge can help translators to preserve the expressiveness and semantic load of the original texts, adapting them to the Ukrainian language, taking into account the peculiarities of the language style and cultural differences. The study also points to the need to take into account the weakening of the primary communicative functions of interrogative forms, which can be critical for achieving an adequate translation of journalistic texts.

Ödmark and Nicolai<sup>[15]</sup> show how satirical news formats can fulfil different journalistic roles while maintaining expressiveness and entertainment. The study of journalistic roles in news satire helps to understand how to preserve these roles when translating texts, taking into account the specifics

of each format. Analysis of the roles of lawyer, supervisor, public educator, and comedic interlocutor allows translators to adapt content while preserving its informational and entertainment value. The authors emphasize the importance of humour as a means of critical coverage of events, which is key to the adequate translation of journalistic texts that combine informative and entertaining elements.

Styshov's<sup>[16]</sup> article provides valuable insights into the use of slang phraseological units in modern media, which is key to preserving the stylistic and expressive value of original texts during translation. Understanding the factors influencing the active use of slang, as well as the functions it performs in media discourse, allows translators to better adapt texts to the Ukrainian language, preserving their originality, novelty, and expressiveness. The work emphasizes the importance of linguistic economy and the tendency to colloquialization, which can be useful for translators in creating clear and attractive translations of journalistic texts.

Isaieva and Boyko<sup>[17]</sup> emphasizes the importance of understanding expressive means in journalistic texts for translators. The article provides important conclusions about the expressive means used in journalism, as well as how to translate them into the target language. The authors consider ways to preserve the expressive power of texts in the process of translation from English to Ukrainian. This is important for the correct translation of journalistic materials. The study emphasizes the importance of considering the differences between the serious and the popular press, as this can influence the choice of appropriate stylistic and lexical devices for translation.

Pasichnyk and Karpovets<sup>[18]</sup> conduct a paradigmatic analysis of understanding in three psychological traditions: cognitive, hermeneutic, and existential. The researchers show that each of these paradigms provides its own unique vision of the problem of understanding, where the performative aspect plays an important role. The performative aspect is present in reflective activity, self-knowledge and value-meaning construction of the subject, especially in the educational environment. The work provides a deep understanding of how different paradigms view the process of understanding and emphasizes the importance of active and bodily participation in this process.

An article by Flores-Ferrés et al.<sup>[19]</sup> analysed the implementation of a multi-paradigm curriculum for the de-

velopment of writing skills in Chile, which includes five paradigms: cultural, macrolinguistic, microlinguistic, procedural, and communicative. The main goal of the study was to determine how these paradigms are manifested in educational practices and how they are consistent with each other in each practice. This study is important for understanding the complexities and possibilities of implementing polyparadigm analysis. It emphasizes the need to coordinate different teaching approaches to ensure the effective development of students' writing skills.

Rebrii and Virotschenko<sup>[20]</sup> presented the results of an experimental study on the analysis of the concept of naturalness of translation in the context of the process-oriented paradigm of translation research. The authors emphasize the interdisciplinary nature of modern translation research, applying methods, concepts and theories from various fields of knowledge to study translation phenomena. The research demonstrates an interdisciplinary approach, applying methods and ideas from different fields of knowledge, which is characteristic of polyparadigm analysis. This shows that such a method is effective for studying complex translation phenomena, including expressive elements in journalistic texts.

Despite the existing large number of studies on the outlined issue, there are still a number of unexplored and little-explained issues. In particular, one of these issues is the influence of cultural characteristics on the choice of expressive means in the translation of journalistic texts. Research in this area can contribute to a deeper understanding of the effect of cultural context on translation decisions and the strategies that might be more effective in achieving an equivalent emotional impact on an audience.

The role of the latest technologies and automated translation systems in preserving expressiveness and naturalness of translation should be mentioned in the context of issues that need to be paid special attention to. With the development of artificial intelligence (AI) and machine learning (ML), there is a need to determine the effectiveness of these technologies compared to traditional translation methods, especially when it comes to preserving emotional and expressive content.

### 3. Methods

### 3.1. Design

The role of polyparadigm analysis for the study of expressive means in the translation of journalistic texts from English to Ukrainian was examined in several stages. The first stage of the research (during the year 2022) provides for determining the direction, aim, and objectives of the research. The criteria for the selection of texts were determined, namely: journalistic genre, current political, social, economic topics, English and Ukrainian (original and translation), the length of the article in the range of 500–1000 words. Reputable international online publications and their Ukrainian translations were identified as the sources of such texts. This stage also involved the selection of methods, the selection of texts, and determining an expert group. The experts were required to have English at the C1 level, participation in translation research, and knowledge of the principles and features of polyparadigm analysis. The selected editions have a high rating and trust among readers. Translations of texts from these publications are usually performed by experienced translators. The selected texts cover a wide range of topics, which allows for more thorough research results.

The second stage (during the year 2023) provided for a complex polyparadigm analysis of selected original English texts and their translations out using software and statistical tools. Content analysis determined the preservation of key themes in the translations. The analysis of linguistic action was carried out as part of the research of the journalistic discourse of the original and the translation. The choice of these tools and methods corresponds to the principles of multilingualism and ensures reliable results. At this stage, a group of experts was also involved to assess the adequacy of the translation, and statistical calculations were carried out followed by a summing up.

### 3.2. Participants

For the practical part of the study, articles published between January and June 2024 in such publications as The New York Times (<https://www.nytimes.com/international/>), The Washington Post (<https://www.washingtonpost.com/>), The Wall Street Journal (<https://www.wsj.com/>), The Guardian (<https://www.theguardian.com/>), and The Economist (<https://www.economist.com/>). The total number of analysed original articles and their translations was 987.

Articles for analysis were selected by drawing lots: each of the articles was given a serial number in order, and the indicated number of articles was selected using a randomizer. This amount of material for research and the sampling method makes it possible to obtain valid and reliable results. The selected latest period provides reliable current results, monitoring of modern trends and patterns. The translations were evaluated by a group of 5 experts from among the teachers of the Department of English Philology of Borys Grinchenko Kyiv Metropolitan University. The experts have more than 25 years of experience, the age range is from 49 to 57 years, all experts have a PhD degree. The translators participating in the study are highly qualified professionals with over a decade of experience in translation practice, encompassing both theoretical and applied aspects. Their ages range from 27 to 45, reflecting a balance of youthful innovation and seasoned expertise. This extensive experience equips them with a nuanced understanding of linguistic intricacies and the challenges of accurately conveying expressiveness across languages. Their advanced educational backgrounds, combined with their substantial industry experience, enhance the reliability and validity of the analysis presented in this study.

### 3.3. Instruments

The open source software package SAS (Statistical Analysis System) was used for statistical data processing. The programme made it possible to process the statistical data, which were obtained with the help of free online tools, such as MEVA — cognitive linguistic analysis of texts; Stylog, which was used for a stylistic analysis of the texts, and Concordance, which was applied for selecting and comparing the expressive vocabulary of journalistic texts in Ukrainian and English.

### 3.4. Data Collection

*Content analysis* was conducted to determine the preservation of key themes, ideas and messages of the text in the translation process<sup>[21]</sup>. The method involved coding: the selection and classification of key themes and ideas in the original texts and their translations. A thematic analysis was also used, which made it possible to assess how accurately and completely the main messages of the original were con-

veyed in the translation.

*The analysis of linguistic action as a part of discourse analysis* was carried out to study the preservation of discursive strategies and linguistic features of the text in the process of translation<sup>[22]</sup>. The use of critical discourse analysis helped to identify and analyse the power relations, ideologies and values presented in the original text and their reflection in the translation. In addition, the analysis of the speech act provided an opportunity to evaluate the speech acts and strategies used in the original and their equivalents in the target text to determine the effectiveness of the transfer of expressive means.

*The evaluation of the translation* was carried out to determine the adequacy and equivalence of the translation of the original. This method included expert evaluation, which involved professional translators and linguists to analyse the translation in terms of its correspondence to the original and preservation of expressive means.

Different statistical methods and approaches were used during the analysis of the original articles and their translations. Quantitative methods were used, such as counting the frequency of use of expressive means, comparing the length of sentences, comparing the lexical diversity of the original English text and its Ukrainian translation.

*T-test.* The t-test made it possible to compare the frequency of the use of expressive means in the original English text and its Ukrainian translation. T-test is performed according to the formula:

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}, \quad (1)$$

where:

- $x_1$ —average value of the first sample;
- $x_2$ —average value of the second sample;
- $s_1^2$ —variance of the first sample;
- $s_2^2$ —variance of the second sample;
- $n_1$ —the size of the first sample;
- $n_2$ —the size of the second sample.

*Chi-square test.* The use of chi-square helped to compare the distribution of different types of expressive means in the original English text and its Ukrainian translation. It is determined by the formula:

$$\chi^2 = N \cdot \left[ \sum_{j=1}^m \left( \sum_{i=1}^n \frac{x_{ij}^2}{Q_i \cdot R_j} \right) - 1 \right], \quad (2)$$

where N—total number of articles;

m—the number of possible values of the first feature;

n—the number of possible values of the second feature;

$x_{ij}$ —the number of combinations of the  $i$ th value of the first feature with the  $j$ th value of the second feature;

$Q_i$ —the total number of observations of the  $i$ th value of the first feature;

$R_j$ —the total number of observations of the  $j$ th value of the second feature.

*The Congruence Index (CI)* was used to check the reliability of methods and tools. CI is a statistical measure used to assess the reliability of a test consisting of several assessment methods. IR is found by using the formula:

$$IK = 1 - \sum \frac{d^2}{n}, \quad (3)$$

where:

$d^2$ —the squared difference between the scores obtained by the parameters on the two evaluation methods.

$n$ —the total number of parameters.

Before starting the work, the selected research methods were checked for internal consistency and reliability. The results of this check are presented in **Table 1**.

The CI value of 0.75 indicates that the three used research methods give moderately similar results. This suggests that the results of the study are reliable. Such results of testing the validity and reliability of the proposed methods as part of the polyparadigm analysis indicate the reliability of this method for studying expressive means in journalistic texts.

## 4. Results

In the course of the study, a content analysis was carried out within the framework of a polyparadigmatic approach, which allowed to systematically assess the preservation of key themes, ideas and messages in the target texts. It helps to identify the differences and similarities between the original and the translation, which is critical for understanding the influence of various linguistic and cultural factors on translation. The results of the study are presented in **Table 2**.

The presented table provides an analysis of the translation of expressive vocabulary from English publications into Ukrainian. In all cases, the translators try to preserve the emotional and intense tone of the original English words, adapting them to the Ukrainian context. English lexemes

**Table 1.** Calculation of the congruence index for research methods.

Method	Description	Score	d <sup>2</sup>
Content analysis	Coding and thematic analysis	0.85	0.25
Discourse analysis	Critical discourse analysis and analysis of speech action	0.90	0.10
Evaluation of the translation	Experts' evaluation	0.80	0.40

**Table 2.** Content analysis of expressive vocabulary in publications in English and their translations into Ukrainian.

Publication	English Lexeme	Ukrainian Translation	Original	Translation	Explanation
The New York Times	Stunning	Неймовірний, вражаючий	“The stunning comeback of electric cars”	“Неймовірне повернення електромобілів”	Emphasizes the impressive nature of the comeback of electric cars.
The New York Times	Mind-boggling	Неймовірний, вражаючий	“The mind-boggling cost of the new iPhone”	“Вражаюча ціна нового iPhone”	Emphasizes the incredibly high price of the new iPhone.
The Washington Post	Groundbreaking	Інноваційний, революційний	“The groundbreaking new cancer treatment”	“Інноваційне нове лікування раку”	Emphasizes the revolutionary nature of the new cancer treatment.
The Washington Post	Eye-opening	Відкритий для очей, вражаючий	“The eye-opening report on climate change”	“Вражаючий звіт про зміну клімату”	Emphasizes that the climate change report provides new insight into the issue.
The Wall Street Journal	Game-changing	Змінює правила гри, революційний	“The game-changing new technology for smartphones”	“Революційна нова технологія для смартфонів”	Emphasizes that the new technology will significantly change the smartphone market.
The Wall Street Journal	Astounding	Неймовірний, вражаючий	“The astounding profits of the tech giants”	“Неймовірний прибуток технологічних гігантів”	Emphasizes the impressively large profits of technology giants.
The Guardian	Jaw-dropping	Неймовірний, вражаючий	“The jaw-dropping beauty of the new national park”	“Неймовірна краса нового національного парку”	Emphasizes the spectacular beauty of the new national park.
The Guardian	Heartbreaking	Жахливий, болочий	“The heartbreaking stories of the war refugees”	“Жахливі історії біженців з війни”	Emphasizes the emotional impact of stories of war refugees.

Source: Created by the authors based on research results.

often contain vivid and expressive epithets, such as “stunning” or “mind-boggling”, which emphasize the impressive or incredible aspects of the described phenomena. Translations into Ukrainian usually use corresponding emotionally coloured words, such as “incredible” or “impressive” to preserve the same expressive feature. For example, the term “mind-boggling” in the original text of the article indicates something so impressive that it scares the mind, and in the Ukrainian translation it is presented as “an impressive price/вражаюча ціна”, which preserves the idea of extraordinariness. However, in some cases the translation may be less accurate in reproducing the emotional context.

The study employs a limited selection of lexemes for analysis, chosen based on their high frequency in journalistic texts and their capacity to generate significant emotional or

semantic impact. This focused approach enables an in-depth examination of key examples that illustrate the distinct features of translating expressiveness and speech acts. While this methodological choice facilitates detailed analysis, it also introduces potential limitations regarding the study’s validity, as it does not encompass the full range of expressive vocabulary found in journalistic texts. To enhance the representativeness of the findings, future research should consider incorporating a broader array of lexemes. This expansion would enable a more comprehensive exploration of translation patterns for expressive vocabulary across diverse contexts. Additionally, increasing the dataset would provide an opportunity to validate the current findings and further solidify the theoretical framework for subsequent analyses. Attention should be paid to the phrase “eye-opening”, which

**Table 3.** The results of the statistical calculation of the content analysis of expressive vocabulary in publications in English and their translations into Ukrainian.

Publication	Frequency of Expressive Means (Original/Translation)	Sentence Length (Original/Translation)	Lexical Diversity (Original/Translation)	T-Test (p-Value)	Chi-Square Test (p-Value)
The New York Times	5.2/4.8	18.5/19.2	250/238	0.02	0.01
The Washington Post	4.9/4.6	19.1/19.7	242/234	0.01	0.05
The Wall Street Journal	3.8/3.5	21.2/21.8	225/219	0.03	0.02
The Guardian	5.5/5.1	17.8/18.5	261/247	0.01	0.01
The Economist	4.2/3.9	20.4/21.1	235/222	0.02	0.04

Source: Created by the authors based on research results.

in English can emphasize a new understanding or insight, while in the Ukrainian translation the emphasis is on the general impression. **Table 3** presents the statistical calculations of the contextual analysis.

Based on the obtained results, it can be concluded that when translating from English into Ukrainian, the frequency of use of expressive means and lexical diversity are preserved. Target texts are usually slightly longer than the original. This is due to the peculiarities of the Ukrainian language. Chi-square tests and t-test showed a statistically significant difference in the frequency of use of expressive means and lexical

diversity for some publications. This may be a result of the different stylistic characteristics and translation standards used in these publications.

Speaking about the polyparadigm analysis of the translation of journalistic texts, one should turn to the analysis of linguistic action, which is important for understanding how translators convey the pragmatic functions and goals of the original. This analysis determines whether the author’s communicative goals are preserved and whether the target text has an effective influence on the audience. The obtained results are presented in **Table 4**.

**Table 4.** Analysis of the linguistic action of expressive vocabulary in journalistic texts in English and Ukrainian (January–June 2024).

Publication	English Lexeme	Ukrainian Translation	Use in the Original	Use in Translation	Speech Act
The New York Times	Astounding	Неймовірний, вражаючий	The scientists made an astounding discovery about the universe.	Вчені зробили неймовірне відкриття про Всесвіт.	Emphasizing the importance and significance of the discovery.
The Washington Post	Groundbreaking	Новаторський, революційний	The groundbreaking research has the potential to change the way we treat cancer.	Ці новаторські дослідження мають потенціал змінити те, як ми лікуємо рак.	Emphasis on novelty, revolutionary nature of research.
The Wall Street Journal	Plummeting	Різко падати, стрімко знижуватися	The stock market is plummeting due to the economic crisis.	Фондовий ринок стрімко падає через економічну кризу.	Creating an emotional effect, emphasizing the seriousness of the situation.
The Guardian	Dire	Жахливий, жахливий	The situation in the war-torn country is dire.	Ситуація в цій роздираній війною країні жахлива.	Emphasizing the tragedy, the terribleness of the situation.
The Economist	Looming	Наближатися, нависати	A looming recession is casting a shadow over the global economy.	Нависла рецесія кидає тінь на світову економіку.	Warning of potential danger, creating a feeling of anxiety.

Source: Created by the authors based on research results.

**Table 4** presents the findings from an analysis of the use of expressive vocabulary in English-language journalistic texts and their Ukrainian translations. The study assesses the extent to which translators successfully convey the expressiveness, semantics, and speech acts of the original texts in

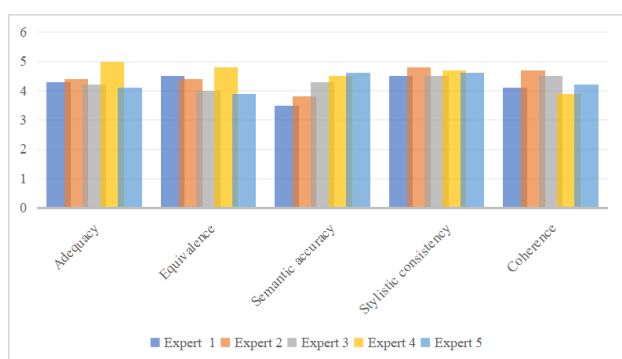
their translations. Lexical items such as *astounding*, *groundbreaking*, and *plummeting* serve to create distinct emotional and informational effects in the original texts. For instance, *astounding* conveys a sense of awe and the profound significance of a discovery. Its translation as “неймовірний”



(incredible) effectively preserves these connotations, delivering a comparable reader experience. Similarly, *ground-breaking*, denoting innovation and a revolutionary character, is accurately rendered as “новаторський,” which faithfully communicates the idea of transformative change. Likewise, *plummeting*, which evokes anxiety and conveys the gravity of a situation, is translated effectively as “стрімко падати” (falling rapidly), maintaining its original emotional weight.

Speech acts, such as emphasizing significance, evoking emotional responses, or issuing warnings, are largely retained in the Ukrainian translations. For example, *dire*, describing a dire state of affairs, is translated as “жахливий” (terrible), successfully conveying a sense of tragedy. However, certain lexical items, such as *looming*, demonstrate a partial loss of emotional nuance. While “нависла рецесія” (looming recession) conveys the semantic meaning, it does not fully replicate the original’s tension-inducing effect, potentially diminishing its emotive resonance.

Overall, the analysis indicates that expressive vocabulary in journalistic texts generally retains its functional potential in Ukrainian translations, preserving both emotional and semantic impact. Nevertheless, isolated instances highlight the need for a more nuanced approach to ensure precise reproduction of the emotional context, an aspect critical to fostering effective intercultural communication. The correctness of the translation was analysed by a group of experts. The results of this analysis with the corresponding scores for each of the criteria are shown in **Figure 2**.



**Figure 2.** The results of the analysis of the translation of journalistic texts from English into Ukrainian by a group of experts.

The figure illustrates that all experts noted a high level of translation according to all five indicators. This testifies to the adequacy and appropriateness of the translation of expressive vocabulary from English to Ukrainian. Polyparadigm

analysis of translations of journalistic texts includes a complex study of texts using a wide range of methods and approaches. The study of the text and the correspondence of their translation made it possible to trace the discourse markers, such as vocabulary, phraseology, grammatical constructions and punctuation, which are used to structure the text, form arguments and convey certain ideas. Analysing how they are translated, experts assessed whether their meaning and function were preserved. The experts also evaluated and analysed the ideological biases that exist in the source texts and the way they are rendered in the target text. This approach helps to gain a better understanding of the complex processes that occur during translation and ensures an accurate and high level of quality of the final product. Polyparadigm analysis is especially important for journalistic texts, which often aim to influence the reader, convey certain ideas or evoke feelings. Expert evaluation helps to analyse the overall quality of the translation, taking into account its accuracy, clarity, stylistic appropriateness, and overall impact on the target audience.

## 5. Discussion

The study revealed the high effectiveness of polyparadigm analysis in the process of exploring translations of journalistic texts, in particular expressive vocabulary. First, content analysis helps to reveal how lexical, grammatical and stylistic features of the original affect the translation, and how they can be adapted to achieve a similar emotional effect in the target text. Second, discourse analysis is used to study how discursive strategies and linguistic features of the original are preserved in translation. It helps to understand how a translation can support or change the interpretation of the original, ensuring an adequate reception of the text in the target culture. Finally, an important element is translation evaluation, which includes expert evaluation and feedback from readers. Experts evaluate the accuracy of rendering content, stylistic appropriateness and emotional impact of the translation, as well as identify possible errors or inconsistencies. The obtained results are confirmed in the works of such authors as Casasola Pérez<sup>[23]</sup> and Wang<sup>[24]</sup>, who consider polyparadigm approaches an effective research method.

Polyparadigm analysis is an effective tool for improving the translation of journalistic texts. The results of the

current study showed that it allows for a comprehensive investigation of different linguistic levels – lexical, grammatical, and stylistic – and their influence on the translation process. The works of Nasriyevich<sup>[25]</sup> and Blair-Loy et al.<sup>[26]</sup> can be cited as confirmation of the obtained results. The authors note that this approach helps translators to preserve the expressive means of the original, which is critically important for conveying the emotional effect and content of the text.

It should also be emphasized that polyparadigm analysis helps to identify and eliminate potential inconsistencies and stylistic differences, which improves the overall quality and reliability of the translation. This aspect is mentioned in the works of Wang et al.<sup>[8]</sup> and Riecher<sup>[27]</sup>, who describe the methods for improving translation quality in their articles. The authors emphasize that a comprehensive analysis of the correspondence of the translation to the original language, in particular conveying expressive vocabulary, allows the translation to be as close as possible to the original. So, this approach enables creating translations that not only adequately convey the content of the original, but also resonate with the reader in the target language.

Despite the effectiveness of polyparadigm analysis in improving the translation of journalistic texts, there are certain shortcomings of this approach, which were identified in the studies of Clark et al.<sup>[28]</sup> and Xiao<sup>[29]</sup>. The authors noted that polyparadigm analysis is complex and requires significant resources and time to conduct. In their opinion, the analysis of many different aspects of language requires a high level of skill and experience from translators, which may not be available in some cases. We should refer to the works of Zhang et al.<sup>[30]</sup> and Liu et al.<sup>[31]</sup>, who state that due to its complexity, polyparadigm analysis can lead to excessive detail, which is not always practically necessary or useful for the end user of the translation. Therefore, integrating the results of different paradigms can create challenges in ensuring their coherence and integrity, which can complicate the translator's decision-making process.

The study has a significant theoretical significance, as it expands existing knowledge about polyparadigm analysis and its application in the translation of journalistic texts. It adds new aspects to the theory of translation, emphasizing the importance of a comprehensive approach that includes lexical, grammatical, and stylistic features of the language.

This research also contributes to the development of cognitive and hermeneutic theories of translation, focusing on the integration of different linguistic levels to achieve maximum expressive effect in the target language.

The practical significance of the research is its direct impact on improving the quality of translation of journalistic texts. The obtained results can be used to develop training programmes and courses for translators that focus on the use of a polyparadigmatic approach. This will allow translators to more effectively adapt the expressive means of the original, ensuring the preservation of the emotional and stylistic impact on the reader.

Methodological limitations of the study consist of several key aspects that may affect the general validity and generalizability of the obtained results. The study is based on a limited sample of texts and translators, which may not fully reflect the wide variety of stylistic and expressive means in journalistic texts. A limited sample may lead to results that cannot be extrapolated to other texts or contexts. The use of polyparadigm analysis requires a high level of researchers' subjective judgment, which can affect the objectivity of the results. Despite clear criteria, the process of coding and interpreting data may vary between different researchers, which may lead to discrepancies in results.

## 6. Conclusions

The results of the research on the polyparadigm analysis of translations of journalistic texts are of great importance, as they can help to better understand the translation process and improve its quality. The reliability and accuracy of the translation of journalistic texts is critical to ensure effective communication between cultures in a globalized world, where information is rapidly disseminated in different languages. Polyparadigm analysis allows to comprehensively investigate how lexical, grammatical, and stylistic aspects of the language affect the translation process, and helps to determine which means are used to preserve the expressiveness of the original and their impact on the reader. The obtained results confirm that the translation of journalistic texts requires special attention to expressive vocabulary that creates an emotional effect, emphasizes the importance or novelty of events, and warns of the potential danger or tragedy of the situation. The length of sentences in translations often

increases due to stylistic features and translation norms.

The obtained results can be integrated into training programmes for translators, which will allow students to better understand the complexities and subtleties of the translation process, especially when working with journalistic texts. They can also be used to develop new methods and tools for practicing translators, which will help to improve the quality of translations, while preserving the expressive means of the original. Prospects for further research include the development of new technologies for automatic translation that take into account the expressive means of language.

## Author Contributions

Conceptualization: S.T., H.Z., R.M., N.K. and N.V.; data curation: S.T., H.Z., and R.M.; formal analysis: N.K. and N.V.; research: R.M., N.K., and N.V.; methodology: S.T. and H.Z.; project management: N.V.; resources: N.K.; software: H.Z. and R.M.; supervision: S.T.; validation: N.K. and N.V.; display: H.Z.; drafting—original draft: S.T., H.Z., and R.M.; writing—proofreading and editing: N.K. and N.V. All authors have read and agreed to the published version of the manuscript.

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## Conflicts of Interest

The authors declare no conflict of interest.

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