

## Features of grammatical transformations in the process of localization of English sales sites into Ukrainian

Dmytro Chebonenko

National Technical University of Ukraine

"Igor Sikorsky Kyiv Polytechnic Institute", Kyiv

<http://orcid.org/0000-0003-2071-2796>

**Abstract.** *The study considers localization as a process of adapting English-language sales sites for Ukrainian target audience. The difference between machine and literary translation is demonstrated using grammatical transformations. It is determined that the use of such transformations during the localization of sales sites contributes to: avoiding tautology and concepts that have no analogues in the target language, focusing on key messages, explaining specific terms and increasing persuasiveness.*  
**Keywords:** *text adaptation, interlingual interference, commercial text, translation techniques.*

In the competitive environment of e-commerce, sellers and content managers strive to interest potential buyers in every way, paying attention to the means of linguistic influence. However, a well-chosen English advertising slogan may lose its original meaning due to the use of machine translation in the process of localization of the site into Ukrainian. This necessitates the use of translation transformations that make the translated text equivalent to the original, reducing grammatical and stylistic differences between English and Ukrainian. Thus, grammatical transformations in the translation of texts of English-language sales sites into Ukrainian need to be highlighted to ensure high-quality artistic translation of texts of sales sites.

Grammatical (syntactic) transformations are interpreted by O. Zubach and A. Trushkovska as those that "... involve replacing the structure of a word, phrase or sentence while preserving semantic information" (Zubach, Trushkovska, 2024, p. 231). To conduct a translation analysis, we will use the classification of E. Morokhovska (Morokhovska, 1993, pp. 218–231), which distinguished the following grammatical transformations: internal division, external division, internal integration, external integration, word order shift, syntactic compensation.

Researchers Y. Baklazhenko and K. Herasymenko note that "Internal division refers to the transformation of a simple sentence from the original text into a complex or compound sentence in the target language... External division includes the division of one complex sentence into several simple ones..." (Baklazhenko, Herasymenko, 2023, p. 23). These two types of grammatical transformations help to structure information on the sales website, modify long English-language complex sentences in the Ukrainian version so that they sound more natural.

The scientists also emphasize that “...internal integration is the transformation of a complex or compound sentence into a simple one... external integration... consists in the combination of several simple sentences into a complex or compound sentence...” (Baklazhenko, Herasymenko, 2023, p. 23). Using these types of transformations, you can combine several interface elements or pieces of text into one large, logical block, which will facilitate the process of selecting goods and services for users.

L. Naumenko and A. Gordeeva call word order a transformation, “...by which the word order in the translated sentence changes in comparison with the original sentence in accordance with the syntax norms of the language in which the translation is made” (Naumenko, Hordeieva, 2011, p. 27). Taking into account the differences between English and Ukrainian, where word order is more variable, such a grammatical transformation will improve the perception of the text by the buyer. Grammatical compensation, as the scholars assure, “...occurs when the meaning is lost in one part of the sentence due to the lack of an exact equivalent in the target language, and this grammatical transformation restores this meaning in another part of the sentence” (Baklazhenko, Herasymenko, 2023, p. 22). With the help of this transformation, it is possible to apply a grammatical construction that is understandable to users of the target language.

Examples of grammatical transformations for reproducing text elements of English-language sales sites in Ukrainian are presented in Table 1.

**Table 1.** Examples of grammatical transformations

English version	Ukrainian variant		Type of grammatical transformation
	Machine translation	Literary translation	
These goods are from smoke and pet free home.	Ці товари з дому, де заборонений дим та домашні тварин.	Ці товари з дому, де не курять і не тримають тварин.	Internal segmentation
We house a team of multi awarded sound designers and audio engineers offering original sound design scores, as well as sonic branding, audio logos, and experiential soundscapes for events.	У нас працює команда звукодизайнерів і аудіоінженерів, які отримали багато нагород і пропонують оригінальний саунддизайн, а також звуковий брендинг, звукові логотипи та приємні звукові пейзажі для подій.	У нас працює команда елітних звукодизайнерів та аудіоінженерів. Ми пропонуємо оригінальний звуковий дизайн, аудіобрендинг, аудіологоти та захоплюючі звукові ландшафти для подій.	External division
The company has grown into a market leader for brunch groups, connecting thousands of women monthly via social media and in real life.	Компанія стала лідером на ринку бранч-груп, об'єднуючи тисячі жінок щомісяця через соціальні мережі та в реальному житті.	Компанія стала лідером на ринку групових сніданків та об'єднує тисячі жінок щомісяця через соціальні мережі та в реальному житті.	Internal division

**Table 1** (continued)

This smartphone is lightweight. You can carry it anywhere easily.	Цей телефон легкий. Ви можете легко носити його куди завгодно.	Цей легкий смартфон зручно брати із собою всюди.	External integration
Only tomorrow – get 50% off all toys!	Тільки завтра – отримайте 50% знижки на всі іграшки!	Знижка 50% – лише завтра!	Word order shift
From playing with them in the dirt, along with playsets, to smashing them Demolition Derby style.	Від гри з ними в бруді разом із ігровими наборами до розбиття їх у стилі зруйнівального дербі.	Від гри з ними у бруді разом із ігровими наборами до розбиття їх у стилі дербі.	Compensation

Thus, the types of grammatical transformations are highlighted, such as: internal division, external division, internal integration, external integration, word order change, syntactic compensation. Examples of the application of these transformations that can be used in the process of localization of text elements of English-language sales sites into Ukrainian are given. It is established that the used classification of grammatical transformations is not exhaustive. The use of various types of transformations from other classifications for high-quality literary translation of texts of sales sites, as well as the specifics of the process of localization of the English-language terminological system of online resources into Ukrainian, is a prospect for further scientific exploration.

### References

1. Baklazhenko, Y. V., & Herasymenko, K. O. (2023). Specifics of lexical and grammatical transformations in the translation of English-language international legal documents. *Advanced Linguistics*, (12), 18–24. URL: <https://surl.lu/admfhy>.
2. Morokhovska, E. Ya. (1993). Fundamentals of English grammar: *Theory and practice* (Textbook). Kyiv: Vyshcha Shkola. 472 p.
3. Naumenko, L. P., & Hordeieva, A. Y. (2011). *Practical course of translation from English into Ukrainian* (Textbook). Vinnytsia: Nova Knyha. 136 p.
4. Zubach, O. A., & Trushkovska, A. D. (2024). Lexical and grammatical transformations in the process of translation based on the English–German language pair. *Scientific Bulletin of the International Humanitarian University*. Series: Philology, (66), 229–233. URL: <http://www.vestnik-philology.mgu.od.ua/archive/v66/53.pdf>.

