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## THE ROLE OF THE TRANSLATOR AND THE IMPORTANCE OF TRANSLATION IN THE INFORMATION SOCIETY

Translation is a complex intellectual activity that requires the study of translation experience accumulated over thousands of years to be mastered effectively. This experience allows us to understand the relationship between translation activity and society, as well as the role of translation in the history of civilization. After all, translation largely depends on the level of development of a nation's literary culture and the aesthetic perceptions of society [5; p. 162]. Communication between people always takes place within a certain culture and involves a specific ethnic language, as well as the laws of communication developed within this language and culture. When entering another cultural and linguistic environment, a person essentially steps into a different world of values and communication norms. This must be taken into account by everyone who communicates with speakers of other cultures and languages [1; p. 251].Translation ensures not only mutual understanding between speakers of different languages but also broadens their cognitive sphere and enriches their ethnic and civilizational cultures. Modern translation studies are undergoing a cultural revolution. Today, translation is viewed not merely as a linguistic phenomenon but also as a cultural one [6; p. 22]. Intercultural communication is a social phenomenon, the essence of which is the constructive or destructive interaction between representatives of different cultures (national and ethnic) and subcultures within a clearly defined spatial and temporal continuum. At the center of intercultural interactions is a person who embodies both universal human values and cultural peculiarities. This person acts and interacts with others based on these universals and specificities in numerous communication contexts [2; p. 2]. In today's information society, translation plays a crucial role in enabling cross-cultural communication and ensuring the accessibility of knowledge. The translator acts as a mediator between languages and cultures, facilitating the exchange of information, ideas, and values. With rapid globalization and digital

transformation, the demand for high-quality translation services has significantly increased across various fields, including business, science, technology, and international relations. Translation is not limited to the transmission of an informational message—it encompasses a much broader sphere of influence. Almost every time a translator enters the public space during interpretation or translation, they can significantly affect the outcome of communication, determining its success or failure. The social function of a translator extends beyond this. As a representative of their cultural community, a translator embodies and conveys the values of their people. The perception of a country and its people largely depends on the translator's professional and personal image. Translation is a crucial aspect of intercultural communication, as it involves overcoming cultural barriers and ensuring mutual understanding between interlocutors. It eliminates interlingual and intercultural obstacles. Translators must possess essential knowledge of both their own and other national and cultural communities, as this knowledge is inherent to native speakers and forms a specific national and cultural mentality. Translation is considered a special type of intercultural communication because it serves as a vital means of communication between individuals who speak different languages and belong to different linguistic and cultural environments [2; p. 29].

From the perspective of intercultural communication theory, translation involves not only two languages but also two cultures in the broadest sense of the word. Due to intercultural differences, what is clear to native speakers of one language may cause misunderstanding for a foreign-language recipient of the translated text. Therefore, translation requires not only finding equivalent linguistic correspondences to convey the sender's communicative intent but also providing necessary explanations to ensure comprehension. This ensures that the reaction of the foreign-language recipient aligns with that of the recipient in the source language [3; p. 7–9].

Thus, it becomes evident that translation is an activity that involves not only two linguistic systems but also two cultural dimensions. The outcome of a translator's work is a unique symbiosis of the source and target cultures, contributing to their mutual enrichment [4; p. 60].

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## LOCALIZATION AND TRANSLATION: THE ROLE OF MARKETING COMMUNICATION IN UKRAINIAN BUSINESSES ENTERING FOREIGN MARKETS

In modern conditions Ukrainian entrepreneurs are forced to change their businesses and enter other markets in order to preserve their brands. This is especially true for those entrepreneurs who previously developed businesses in the territories that are now in the front zone. For them the access to foreign markets is one of the opportunities not only to preserve but also to develop an enterprise. Of course, even before the full-scale invasion, major players in the Ukrainian market entered international markets and integrated there. However, previously it was one of the possibilities, one of the ways to developing. But now for many businesses it is the only option that allows them to save businesses.

Starting their integration into the foreign market, Ukrainian entrepreneurs face many challenges complicating their work: mentality, traditions, deductions, public narratives, perception – they are quite different from the Ukrainian consumers. Thus at the stage of identifying these