

technical adjustments, such as modifying date formats, currency notation, and numerical systems (e.g., 1,500.00 USD → 1 500,00 долларов США).

An important aspect of localization is the adaptation of culturally marked communication formulas. For instance, English business correspondence often uses neutral openings such as «*Dear Sir or Madam*» or «*To whom it may concern*», whereas Russian business practice requires more personalized forms of address, for example: «Добрый день, уважаемый...». Additionally, polite expressions like «*We would appreciate your feedback at your earliest convenience*» require functional equivalents rather than literal translation, such as «Будем признательны за ваш ответ в ближайшее время». These transformations ensure that the translated text complies with the pragmatic norms and expectations of the target business culture.

In conclusion, the translation of business and legal texts in international trade demands advanced linguistic, legal, and intercultural competence. The translator functions not only as a linguistic intermediary but also as a mediator ensuring legal accuracy and cultural appropriateness. The experience of Foshan.furniture demonstrates that professional translation and localization are integral to successful international cooperation, contributing to legal reliability, mutual trust, and effective business communication.

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TRANSLATING SLANG IN THE TV SERIES «PLURIBUS»: STRATEGIES AND CULTURAL ADAPTATION

Перевод сленга в телесериале «Из многих»: стратегии и культурная адаптация

The science fiction series «Pluribus», which is the subject of this study and depicts life in a multi-layered future metropolis, presents translators with a unique challenge: how to render slang into Russian. This slang is not just background but a crucial element of the world, reflecting social stratification, technology, and the characters' new reality. This study is motivated by the growing volume of media content creating complex linguistic universes, which poses new challenges for translation theory and practice.

Translating slang terms and expressions employs similar methods to translating literary vocabulary. In some cases, slang expressions can be replaced with more universal lexical units to preserve the basic meaning of the statement. According to E. N. Mozhegorova, when translating slang, one should also resort to selecting words or phrases that have a similar meaning in the target language – an equivalent lexical substitution [2, с. 30]. When vulgarisms and obscene language need to be translated, euphemization can be used. This technique involves replacing obscene language with neutral expressions in the translation [1, с. 96]. The opposite of euphemization is dysphemization.

French scholars J.-P. Vinet and J. Darbelnet also propose modulation and adaptation. Modulation is the variation of a message, which can be achieved by changing the angle or point of view. This method can be resorted to when a literal or even transposed translation results in a statement that is grammatically correct but contradicts the spirit of the target language. Adaptation is the creation of a situation different from that presented in the original, which can then be considered equivalent [3]. Given the specific nature of audiovisual content, the following dominant approaches were identified in the material under study: «*Bull. Shit.*» = «*Чушь. Собачья.*». In this example, we can observe the technique of equivalent lexical substitution.

«*How many fucking people died...*» = «*Сколько людей загнулось на хер...*». An equivalent substitution technique (for the entire phrase). The translator doesn't translate «fucking» literally («чертовых») and «died» neutrally («погибло»). He finds the crude, cynical, colloquial Russian construction «загнулось на хер», which is a complete stylistic and pragmatic equivalent of the original English phrase.

«*Wherever else these whacked out Moonies take you next*» = «*Куда бы эти долбанутые сектанты вас не отвезли*». Adaptation (for «Moonies») and modulation (for «whacked-out»). «Moonies»: This is a specific cultural reference to followers of the Moon church. The translator uses adaptation, replacing it with the more general, but understandable in the Russian cultural context, concept of «сектанты» as the specific term «мунисты» would require clarification for most viewers. «Whacked-out»: The translation «добануните» is a modulation (the choice of this particular crude Russian slang to achieve a comparable effect).

«*All the fucking lawyers in the world survived*» = «*Все адвокаты выжили, чтоб их*». Here we can see the technique of dysphemization. Because the word «fucking» is used so frequently in the series, the translator decides to vary the vocabulary without choosing an equivalent replacement in every instance.

Therefore, the most popular technique when translating slang in this series is equivalent replacement. In situations where an equivalent in Russian does not exist, modulation, adaptation, and dysphemization are used. The translator avoids literal or calqued translations, as this would result in unnatural or weakened wording, which would not fully convey the character of the main character.

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THE INFIUENCE OF MASS CULTURE ON LANGUAGE PRACTICE: FROM CINEMA TO MUSIC

Влияние массовой культуры на языковую практику: от кино до музыки

The aim of this article is to analyze the influence of popular culture, such as cinema and music, on contemporary linguistic practices, to identify trends and features of their interaction, and to determine the role of mass media in the formation of new linguistic expressions and communication strategies.

Modern society is experiencing a noticeable impact of mass culture on the development and transformation of linguistic norms. Media such as film, music, television, and the Internet have a significant impact on the way we communicate, expanding our vocabulary and changing the way we interact.

The role of cinema, The film industry is one of the most effective channels for spreading cultural trends. Films introduce new words and stable combinations into active speech, which quickly take root in colloquial speech. Thus, the jargon and figurative expressions of the characters can instantly become popular among young people. The analysis shows that famous films influence not only the lexical composition, but also the construction of sentences, which is reflected in everyday communication.

The musical world also plays an important role in shaping language. The lyrics often contain casual expressions that affect youth slang and communication style. Many catch phrases from famous compositions turn into memes and are widely used. In addition, trends such as hip-hop actively contribute to the development and enrichment of the language.