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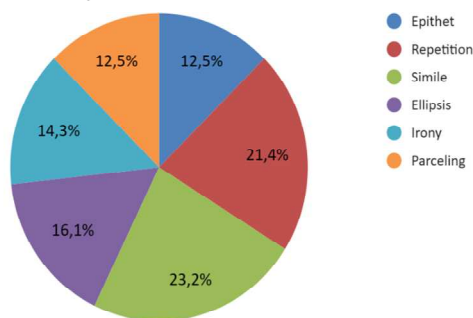
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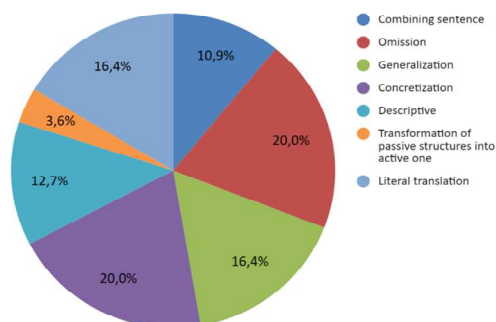
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Stylistic and syntactic devices



Translation transformation



In conclusion, differences in the lexical structure between languages determine the peculiarities of translating teenagers' colloquial language from English to Russian. Translators use linguostylistic devices and translation transformation in accordance with the lexical norms of the target language in order to preserve the stylistic effect of the original work and its impact on the reader.

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КУЛЬТУРА ОТМЕНЫ В США

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Аннотация. Для США культура отмены является важным аспектом жизни общества. С помощью данного феномена общество оказывает влияние на известных людей, компаний. Отмена может негативно повлиять на карьеру, делая из человека «монстра» из-за его высказываний или действий. Существует множество примеров данного явления, демонстрирующие насколько это распространено в США.

Ключевые слова: культура отмены, высказывания, представители, США, знаменитости, критика.

CANCEL CULTURE IN THE USA

Abstract. The culture of cancellation is an important aspect of society for the United States. This phenomenon provokes society to influence famous people and companies. Cancellation can negatively affect a person because of his words or actions. There are many examples demonstrating how common it is in the US culture.

Keywords: cancel culture, statements, representatives, USA, celebrities, criticism.

Objective: Determination of how much the cancel culture affects society in the United States.

Goals:

1. Find out the position of people from different spheres in relation to the cancel culture
2. Look at the examples
3. Analyze the necessity of this phenomenon

Research methods: source analysis

The relevance of this topic is that the culture of cancellation is the most effective way to defend your position. This is the only way society can show celebrities that they are acting immorally.

The culture of cancellation is a modern form of criticism: in which an individual or a certain group of people are lacking of support and are subjected in social or professionally oriented spheres, both on the Internet or the media, and in the real world. This is a public rejection of celebrities or companies after they have committed something that is considered unacceptable or offensive in society. [2]

"The impact of cancelling is carried out through discrimination of a person, humiliation of his honor and dignity, expressed in an indecent form, aggressive persecution, the use of violence followed by the expulsion of an objectionable person from various kinds of collectives." – says M.V. Baranova in her article, showing us this phenomenon from the negative side. However, cancelling can manifest itself in a rather peaceful form, proving only the wrongness of an individual, without affecting his personal life.

"Since ancient times, the instrument of social control of people has been the public ridicule and humiliation of a person who has crossed the threshold. In ancient Greece, people gathered on the agora to make a decision. That was politically important for the city to condemn someone's act," says the article by Filipovich Y.S. and Strekalov G.S. [6] The phenomenon appeared in the United States. It was first mentioned in the 1991 action movie "New Jack City", according to which the main character demanded to "cancel" his girlfriend for scolding him. The term became actively used only 20 years later. In one of the episodes of the 2014 TV series "Love and Hip-hop: New York", one of the characters said: "You are cancelled", after which the phrase was circulated on social networks and it began to be used to describe social problems in a person. The culture of cancellation immediately spread in society and influenced all spheres of life: economics, politics, ecology, religion.

In the modern world, society is closely connected with the Internet and social networks, which contributes to the development of this term. According to a survey conducted by Morning Consult in 2020, 40% of respondents approved of the "cancellation" of figures and companies if they thought they had said something offensive or reprehensible, while 8% themselves participated in the "cancellation". Nevertheless, the attitude towards the cancellation culture as a phenomenon in its current form was ambiguous, only 32% expressed their approval, 44% disapproved and 24% could not give an exact answer. [2]

The purpose of the cancel culture is to draw attention to inappropriate behavior or social problems and to suppress ideas that go against moral values and the foundations of society. The culture of cancellation is aimed at awareness of what people have done, so they would change their behavior.

Actions committed by celebrities or companies can be exaggerated and people can be accused of something they have never done, because of gossip that was taken too seriously.

A survey conducted by the Harvard Center for American Policy Studies in 2021 found that 64% of respondents surveyed viewed the culture of cancellation as a threat to their freedom of expression, while 36% did not. 36% of respondents called cancellation a serious problem, while 32% called it a moderate problem, 20% called it a minor problem, and only 13% did not consider it a problem. 54% of respondents noticed concern that they are afraid to express their opinions online for fear of being fired and blocked on social networks. 46% said that this problem does not concern them. [2]

For example:

1. Hollywood actor Johnny Depp is one of the representatives of the canceling these days. The scandal related to the divorce of Depp and Amber Heard was discussed everywhere. At that time, it was a real shock to the public. Due to Amber's accusations of domestic violence, which the actor used against her, Depp lost all roles in a week and major contracts.

Fortunately, over time Depp's fans and just those who saw Amber's fake behavior united and supported the actor. A year later, Johnny himself collected evidence that Heard was actually the main abuser in the couple: she was constantly violent, because of which Johnny even lost a piece of his finger. In the summer of 2022, the actor won the court and is now slowly rehabilitating himself in his once ruined brilliant career. [8]

2. So far, no one has completely cancelled Lana Del Rey, but she has problems in her career: feminists do not like her.

First, they do not like what Lana is singing about. The young lady is constantly being accused of romanticizing domestic violence. The singer makes excuses: she sings about what sometimes happens in life, and she has no purpose to advertise violence.

Secondly, she is called an anti-feminist only because she does not put feminism at the forefront of all her interests and beliefs. [7]

3. Kanye West

He was cancelled after he posted a photo wearing a cap with the inscription "Make America Great Again" and called Trump his brother.

About 9 million subscribers have unsubscribed from Kanye. John Legend told West: "So many people loved you and now feel betrayed, because they know how much pain Trump's policies have caused, especially to African Americans. [1]

4. Ellen DeGeneres

A barrage of criticism descended on the presenter when several employees complained about working conditions at the DeGeneres media empire. Racist comments, harassment are the words that were stated in the collective complaint.

DeGeneres's company, according to employees, constantly shuts them up, forbidding them to complain. Former employees of the talk show said that the producers of the program regularly resorted to sexual harassment. There did not seem to be any direct claims against Ellen. How could such a progressive woman, forever ridiculing stereotypes, allow a culture of violence to flourish in her team? [8]

5. Brands and their representatives also sometimes behave unethically, which leads to a boycott. According to a 2018 study by Edelman Earned Brand, 64% of respondents are willing to buy or abandon a brand solely because of its position on political or social issues. [3]

One of the world's examples is Adidas and Nike. The brands refused to use cotton from Xinjiang Province, which is known for using forced labor of Muslim minorities there. The businesses abandoned cotton. Consumers have abandoned brands: sales of Adidas decreased by 78%, Nike – by 59%. Celebrities from China at that time boycotted and urged people not to buy clothes from these brands. [5]

6. In November 2018, a loud scandal in China was provoked by the publication of Dolce & Gabbana videos announcing a fashion show on social networks. Residents of China accused representatives of the world-famous brand of racism. In three short videos from an advertising campaign called DG Loves China, an Asian model tries to eat typical Italian dishes: pasta, pizza and cannoli with chopsticks and barely copes with this task. The picture was complemented by an ironic voice-over, who in his comments asks the girl if cannoli is too big for her. [4]

7. The Pepsi and the Kendall Jenner commercial. In 2017, The Pepsi released an advertisement in which Kendall Jenner participates in a peaceful protest, at the end of which she opens a can of Pepsi and hands it to a police officer who caused negative reactions from those who believed that the company was ridiculing the Black Lives Matter movement. The advertisement was cancelled, PepsiCo officially apologized for the published commercial: according to company representatives, the video was supposed to embody the ideas of unity and equality, but it had a different effect. The company also apologized separately to Kendall Jenner, who starred in the video. [4]

8. Victoria's Secret, or rather its representatives, have also been subjected to a culture of cancellation.

Victoria's Secret marketing director Ed Razek said in an interview with Vogue that it is unlikely that transgender people will ever be able to take part in the show, and there is no benefit in plus-size model shows. After the premiere of Rihanna's Savage x Fenty underwear brand, which was a resounding success thanks to an inclusive approach to model selection, Razek's statements sounded offensive and outdated.

The ratings of Victoria's Secret shows with perfect angel models were gradually falling by that time, and after the scandal, even an apology did not save the show. [1]

There is also an organization of "Meetings of thought criminals": for several years now, in New York, every month there have been closed meetings of the club of victims of the "culture of cancellation".

Among the members of the club there are famous scientists, comedians and journalists with ambiguous reputation. At meetings, they share their thoughts about society and support each other.

As a result, we can say that in the United States the cancellation culture is widely spread and there is simply no point in preventing from this. In other countries, of course, this phenomenon is also manifested, but not so actively. If in Europe and the USA canceling has already gained momentum, then in Russia, in the modern sense it is just emerging.

In conclusion we analyzed the examples and they show that some people can be accused of something immoral by mistake. More over the majority of people would not like to participate in the cancel culture.

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АКТУАЛЬНЫЕ ПРОБЛЕМЫ ЯЗЫКОВОЙ ЛОКАЛИЗАЦИИ ВИДЕОИГР

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Аннотация. В настоящее время появляются новые поколения видеоигр, которые превосходят предыдущие разработки сложностью, графикой и направленностью сюжетов. В связи с глобализацией и распространением видеоигр среди молодёжи, возрастает спрос на их локализацию для отдельных стран и регионов. Актуальным становится вопрос адаптации и локализации компьютерных игр для различных языковых аудиторий. Цель статьи – изучить наиболее актуальные вопросы языковой локализации видеоигр.

Ключевые слова: видеоигры, перевод, языковая локализация, адаптация, массовая культура, культурная адаптация.

CURRENT ISSUES OF VIDEO GAMES LANGUAGE LOCALIZATION

Abstract. Nowadays there emerge new generations of video games surpassing previous generations in terms of complexity, graphics, and story focus. Due to globalization and the proliferation of video games among young people, there is an increase in demand for their localization in foreign countries and regions. It is the issue of transcreation and localization of computer games for different language communities that becomes relevant. The purpose of the paper is to study the most burning issues of video games language localization.

Keywords: video games, translation, language localization, transcreation, mass culture, cultural transcreation..

The purpose of the paper is to identify the main difficulties in the field of video games language localization, which can further contribute to the development of translation studies.

The research objectives of the paper are to reveal the concept of language localization and determine the linguistic specificities of video game texts, to analyze examples from video games as part of the translation aspects of the study.

The urgency of the research implies the growing importance of modern video game industry from the cultural and economic perspectives.

To the **methods of research** belong: methods of deduction and induction, method of classification and continuous sampling method.

The global video game industry has witnessed exponential growth, transcending linguistic and cultural barriers to become a ubiquitous form of entertainment. As games reach broader audiences worldwide, the need for accurate and culturally sensitive localization becomes paramount. This paper seeks to unravel the complexities of video game localization, shedding light on the challenges faced by localization teams and the innovative approaches they employ.

A **video game** is a special computer program or electronic device that implements the gameplay [12]. Currently, the concept of «video game» is of a generalizing nature, and combines such terms as «electronic game», «computer game», «video game device», «video game for PC» and so on [12].