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RECENT AMERICAN TRANSLATION STUDIES IN THE DIMENSIONS OF MODERN THEORIES, METHODOLOGIES AND PRACTICES

The article presents a comprehensive analysis of modern American translation studies within the framework of contemporary theories, methodologies, and professional practices that have emerged in the early 21st century under the influence of profound cultural, cognitive, and digital transformations of the global communication space. The relevance of the study is determined by the growing role of translation as a multidimensional mechanism of intercultural interaction and intellectual mediation, as well as the need to systematically comprehend the scholarly approaches that currently define and renew the international discourse of translation studies. The paper outlines key research directions reflected in the works by L. Venuti, S. Bassnett, E. Gentzler, M. Baker, E.-A. Gutt, G.-C. Spivak, S. Simon, B. Hatim, and I. Mason, and demonstrates how the integration of cultural critique, pragmatic linguistics, cognitive science, and social studies leads to a significant reassessment of traditional translation concepts. Particular attention is given to the development of the cultural turn, which shifted the focus of research from text-centered models to interpretive, ideological, and socially conditioned parameters of translation, and introduced new approaches to analyzing power, representation, and cultural asymmetries.

The cognitive dimension of American translation studies is represented through relevance theory, process-oriented research, and the use of think-aloud protocols, which make it possible to reconstruct the structure of translational reasoning and to describe decision-making mechanisms in real time. The article highlights the contribution of corpus linguistics and the concept of translation universals, formulated by M. Baker, to the development of an empirically grounded, evidence-based paradigm that enables the objectification of patterns in translation practice and the identification of statistically validated regularities in linguistic transformations. The study also examines ideological and cultural approaches, including L. Venuti's strategic dichotomy of foreignization vs. domestication, the view of translation as interpretive and ideologically charged mediation in the works of Hatim and Mason, as well as feminist and postcolonial perspectives found in the research of S. Simon and G.-C. Spivak, which emphasize translation's role as a tool for critiquing cultural power asymmetries.

A significant part of the abstract is devoted to the analysis of contemporary practical directions, particularly digital translation, localization, audiovisual translation, multimodal formats, and new models of communication in which the translator assumes the roles of analyst, cultural mediator, and specialist in navigating complex informational environments. It is argued that the interaction between intellectual traditions and technological innovations is shaping a new professional identity for the translator and encouraging the emergence of interdisciplinary approaches to translation research. The conclusion outlines future research prospects related to cognitive and neuroscientific models, the ethics of digital transmission, transmedia formats, artificial intelligence, and tools for deep intercultural content adaptation.

Key words: translation studies, cognitive approach, cultural turn, corpus linguistics, translation ideology, localization, multimodality.

Statement of the problem. Contemporary American translation studies emerge as one of the most dynamic segments of modern Translation Studies, synthesizing cognitive, cultural, ideological, and digital approaches to the analysis of translational activity. Global transformations in communication, the rapid spread of multimodal formats, the emergence of new genres and platforms, as well as the advancement of machine translation and automated localization systems, are significantly reshaping both the concept of

translation and the nature of the translator's professional role. Within this context, modern American translation studies play a pivotal role, as it is within the American academic environment that a wide range of theoretical and applied models are being developed to conceptualize translation as a complex social, cognitive, and cultural practice. Scholars emphasize that contemporary translation goes beyond the boundaries of the traditional linguistic paradigm, encompassing issues of identity, power, digital ethics, and the tech-

nological mediation of meaning, all of which considerably expand the disciplinary scope of translation studies [21].

The relevance of the problem lies in the need for a systematic description of the processes occurring at the intersection of linguistics, cognitive science, media studies, sociolinguistics, and the digital humanities. Under the influence of these disciplines, American scholars are rethinking translation as a cognitive process [11], as a tool of ideological interaction [12], and as a mechanism of cultural representation and the reconfiguration of meaning [18]. Particular attention is given to the contribution of corpus linguistics, which enables the identification of patterns in translation universals and statistical tendencies in translated texts, providing an empirical foundation for updated theoretical models [4]. These approaches not only enrich the methodological framework of the discipline but also shape a new research perspective in which translation is viewed as a multi-layered activity, involving discourse analysis, cultural politics, and the cognitive mechanisms of comprehension.

The practical significance of the topic lies in the fact that today's translator must operate within a multilingual and multimedia informational environment, where text, image, sound, interface, and algorithmic data processing are interconnected. The localization of digital products, subtitling, media translation, intercultural content adaptation, as well as ethical issues related to the translator's role in the global information flow, all require a new theoretical foundation. It is precisely modern American translation studies that offer the most relevant tools: from modeling cognitive processes to analyzing the ideological opacity of texts and strategies for overcoming cultural asymmetry. Therefore, studying its theoretical, methodological, and practical dimensions is essential both for deepening the scientific foundations of translation studies and for updating the professional standards of translation practice in the 21st century.

Analysis of Recent Research and Publications.

Research in contemporary American translation studies is grounded in a broad corpus of theoretical works that establish key methodological orientations and shape the overall trajectory of the discipline's development. One of the central figures in this field is Lawrence Venuti, who introduced the concept of the "translator's invisibility" and described the systemic dominance of the domestication strategy within the Anglo-American cultural space [21, p. 12–20]. He emphasizes that a transparent translation style conceals the very act of intercultural transfer, creating an illusion of naturalness and "untranslatedness"

of the text. As a result, the translator becomes an invisible agent of ideological influence, and translation – a mechanism for normalizing cultural asymmetry [21, p. 45–60]. This position has significantly influenced the formation of a critical approach to translation and has defined a research direction focused on the analysis of power, dominance, and representation in translational practices.

Cognitive approaches have seen significant development in the United States, with the theory of relevance, adapted by Ernst-August Gutt, occupying a prominent place among them. In his work, Gutt proposes viewing translation as a process of interpretation based on the principles of cognitive economy, where the recipient seeks to obtain the maximum cognitive effect with minimal effort [11, p. 28–35]. He emphasizes that translation should be evaluated not by the degree of formal equivalence, but by how effectively it provides access to the relevant cognitive interpretations of the original [11, p. 78–82]. At the same time, researchers note that this approach insufficiently accounts for sociocultural interaction, discursive norms, and ideological factors, which creates certain theoretical gaps within the cognitive paradigm.

Monika Baker has made a significant contribution to modern American translation studies by developing a corpus-based approach to the analysis of translation universals. Through the use of large electronic corpora, she was able to identify systemic tendencies in translation, particularly simplification, explicitation, and normalization [3, p. 54–63]. The corpus methodology enabled objective, statistically grounded observations regarding translational strategies and their regularities across various genres [3, p. 112–130]. However, despite its analytical strength, this approach is still applied rather limitedly to multimodal texts and digital formats, where verbal information is intertwined with visual, auditory, and interface elements.

Ideological and postcolonial approaches have become an important component of contemporary American translation studies, particularly through the contributions of Gayatri C. Spivak and Sherry Simon. G. Spivak critiques the uniformity of translational style known as "translatese," which erases the rhetoric of marginalized voices and reproduces colonial models of representation [17, p. 371–381]. Her position emphasizes the need to preserve the stylistic and semantic uniqueness of texts originating from cultures without dominant status. Sherry Simon, developing feminist translation theory, highlights that translation can never be neutral, as it always contains gendered notions of "fidelity" and "authority" [16, p. 41–45].

Her research addresses the issue of the invisibility of the female voice in translated texts and stresses the need for an emancipatory translation strategy.

At the intersection of linguistics, sociology, and cultural studies, Basil Hatim and Ian Mason view translation as an ideologically charged process of intercultural mediation [12, p. 89-95]. They argue that every translation decision is a choice made within specific discursive norms, and therefore, the translator not only conveys meaning but also shapes the interpretive framework of the text for the target audience. In the works of Edwin Gentzler and Susan Bassnett, the cultural turn in translation studies is reflected in the emphasis on the social, literary, and political systems within which translation operates. However, these approaches still lack a systematic assessment of the digital ecosystem and multimodal formats that dominate contemporary communication.

In the works of S. Bassnett and E. Gentzler, a shift from text-centered models to culturally oriented approaches can be observed, which led to a new understanding of translation as a complex interpretive activity. In the Ukrainian academic context, significant attention is given to studies of cognitive-communicative and interlingual systemic aspects of translation, as presented in the collective monograph *"The English Language and Literature in the Polylogue of Cultures: Cognitive-Communicative, Synergetic, and Translation Studies Aspects"* [1], particularly in the chapter by T. V. Gromko *"The Specifics of Interlingual-Systemic Translation"* [2], which substantiates the methodological parameters of translation as a complex cognitive and linguo-cultural interaction. These works resonate with the trends of modern American translation studies, expanding the scope of interdisciplinary analysis and deepening the study of translation within the framework of contemporary global communication.

Results. American translation studies of the late 20th and early 21st centuries are acquiring methodological integrity, as thoroughly described by Bassnett and Gentzler, who emphasize that the "cultural turn" has radically shifted the focus of translation research from textocentrism to interdisciplinary interpretation [6, p. 12-18]. This perspective made it possible to view translation not merely as a linguistic operation, but as a discursive practice that shapes modes of representing cultural diversity and modernizes the mechanisms of intercultural communication.

Despite the extensive scope of research, a number of aspects remain insufficiently explored. Among them are the integration of cognitive and ideological models, the application of corpus-based methods to

multimodal content, the analysis of the translator as an active participant in digital infrastructures, and the role of modern American translation studies in shaping global ethical standards for translation practice. These gaps underscore the need for a systematic rethinking of the contemporary discipline and constitute the scholarly foundation for this article.

The aim of the article is to provide a systematic overview of the latest theoretical, methodological, and practical trends that define the development of American translation studies within the contemporary academic and professional landscape. In the context of the growing significance of interdisciplinary research, cognitive linguistics, digital humanities, as well as poststructuralist and postcolonial approaches, there arises a need to generalize the key directions that shape current translation scholarship in the United States. Such a generalization makes it possible not only to outline the main theoretical vectors, but also to determine their practical impact on translation activity, localization, audiovisual translation, and academic translator training programs.

Within the stated aim, the article addresses a number of specific objectives. First and foremost, it involves the identification and interpretation of key concepts that have become the foundation of recent methodological transformations in American Translation Studies, including relevance theory, pragmatic models of communication, corpus linguistics, process-oriented approaches, and cultural interpretations of translation. These very concepts provide the methodological basis for evaluating translation decisions and for analyzing translation as a socially, cognitively, and ideologically marked phenomenon.

A further objective is to determine the extent to which the aforementioned approaches influence contemporary translation practices. This concerns both professional domains – such as localization, media translation, and work with multimodal texts – and academic contexts, where new research methods are being integrated into curricula and translator training practices. Analyzing these impacts makes it possible to observe the interplay between theory and practice and to understand how intellectual trends are transforming actual translation strategies in the digital age.

Additionally, the article aims to analyze the cognitive, ideological, and cultural vectors of development in translation studies that shape the role of translation in contemporary society. American research demonstrates a growing focus on translation as a tool influencing the formation of identities, power relations, discursive strategies, and global media practices. Therefore, an important objective is to identify how

translation becomes a space where politics, culture, and ethics intersect in the 21st century.

The final objective is to outline the prospects of emerging research paradigms, including cognitive-pragmatic models, digital methods of translation analysis, sociolinguistic, and critical approaches. This makes it possible to present a comprehensive vision of the direction in which American translation studies are evolving and to identify the methodological horizons that will shape its development in the coming years.

The exposition of the main research material begins with an exploration of the theoretical and methodological trends that define the current stage of development in American translation studies. Central to this is the gradual shift from purely linguistic models to interdisciplinary approaches that integrate cognitive linguistics, pragmatics, semiotics, cultural studies, poststructuralism, and digital humanities. In recent scholarship, translation is understood not merely as a linguistic act, but primarily as a cognitive, sociocultural, and ideologically conditioned process that encompasses complex forms of interaction among the text, author, translator, and audience. This has led to the emergence of flexible methodologies that combine text analysis, the study of translation processes, and the examination of the cultural frameworks and social contexts within which translation operates. As a result, contemporary American translation studies are evolving as a multi-level system of research paradigms, offering comprehensive tools for investigating translation in all its multidimensionality.

A particularly important role in recent theoretical explorations is played by the cognitive approach, which has significantly influenced the way translation activity is conceptualized. A key starting point is the relevance theory of D. Sperber and D. Wilson, as interpreted in translation studies through the works of E.-A. Gutt. In this context, translation is understood not as the reproduction of literal content, but as a cognitive interpretation accessible to the target-language recipient with optimal effort. This approach shifts the focus toward cognitive mechanisms of information processing, the assessment of the pragmatic force of utterances, and the reconstruction of the author's communicative intent. In parallel, the process-oriented approach is actively developing, concentrating on the analysis of the translator's mental operations in real time [10]. The "think-aloud protocol" method, in which the translator verbalizes their mental actions during the task, has for the first time made it possible to document the sequence of cognitive decisions

underlying the translation process. The resulting data have led to new hypotheses about translational competence, the role of intuition, strategies for handling problematic segments, and the interaction between analytical reasoning and automated skills. These studies increasingly position translation as an intellectual activity that integrates both conscious and unconscious cognitive mechanisms. This approach aligns with our (the author's) concept of interlingual-systemic translation proposed in [2], where translation is emphasized as simultaneously a cognitive, cultural, and semiotic process aimed at integrating linguistic and cultural codes. This thesis reinforces American models of relevance and process-oriented interpretation, demonstrating the connection between the translator's individual cognitive activity and the systemic organization of interlingual interaction.

One of the most powerful directions in recent American scholarship is corpus linguistics, which has become the foundation for formulating translation universals and empirically studying translated texts across large data sets. The research of Mona Baker played a key role in establishing this approach, as she was the first to propose a systematic analysis of the differences between original and translated texts at the levels of lexis, syntax, and discourse organization. Corpus methodology has made it possible to identify such regularities as the tendency toward simplification, explicitation, normalization, and shifts in the frequency of linguistic constructions in translations. The empirical nature of corpus-based research has allowed for objective comparisons of linguistic patterns across different genres and language pairs, significantly broadening our understanding of the systemic changes that occur in translation regardless of individual translation strategies or stylistic choices. Thus, corpus linguistics has established itself as one of the leading methodologies in modern translation studies, facilitating a shift from intuitive analysis to scientifically verifiable, statistically supported models.

Within the framework of modern American translation studies, corpus-based approaches occupy a significant place, providing empirical verification of the concepts of "translation universals" and models of translational behavior. Since the pioneering work of M. Baker, corpus linguistics has been integrated into translation research as a tool for describing the systemic regularities inherent in translated texts – particularly the tendencies toward simplification, explicitation, normalization, and standardization [3, p. 243]. In recent American studies, these regularities are reinterpreted not as rigid rules, but as dynamic, con-

text-dependent parameters influenced by discourse type, the translator's individual strategy, the media environment, and the technological tools employed [14, p. 57]. The development of large, specialized translation corpora, multilingual parallel resources, and corpora of localized products has contributed to the emergence of more precise models for comparative analysis of the stylistic, semantic, and pragmatic features of target texts.

Particular attention is also given to the interaction between corpus analysis and cognitive and pragmatic variables. In particular, contemporary American studies show that translation universals manifest not only at the level of formal structures, but also in the ways translators manage informational density, organize the reader's attention, and shape the rhetorical structure of a text – especially in translations of scientific, journalistic, and media discourse [15, p. 112]. Corpus methodology enables researchers to trace the variability of translational decisions depending on communicative goals, cultural specificity, and the ethical stance of the translator. This confirms a broader shift in American translation studies – from formalism to an interpretive and instrumental approach.

Thus, the corpus perspective in American translation research today is being integrated with cognitive, cultural, and technological dimensions. This ensures a comprehensive description of translational processes and allows researchers to uncover patterns that remain inaccessible to traditional qualitative analysis. Such an approach provides a crucial foundation for the advancement of modern translation practices and the formation of new research paradigms.

In modern American translation studies, the ideological and cultural dimension represents one of the most influential directions, as it defines how translation functions as a tool for representing power, cultural hierarchy, and social models. These aspects are most vividly articulated in the works of L. Venuti, who critically examines the asymmetry between dominant and peripheral cultures, emphasizing that translation is not a neutral act of mediation but always reproduces specific ideological choices. His concepts of “domestication” and “foreignization” call upon the American translation tradition to reconsider the entrenched practices of transparency and the “invisibility of the translator,” which, according to Venuti, contribute to cultural hegemony and suppress multilingual diversity [22, p. 19; 34].

Similar attention to the ideological conditioning of translational decisions can be observed in the works of B. Hatim and I. Mason, who view transla-

tion as a form of discursive interaction that reflects social roles, institutional mechanisms, and the pragmatic orientations of communicators. Their analysis of political, media, and religious texts demonstrates that the translator is not merely a mediator, but also an interpreter of meaning frameworks, capable of both amplifying and softening the ideological emphases of the source text. In the contemporary American context, this approach is further developed in studies on media translation, institutional communication, and localization, where issues of ideological sensitivity, responsibility, and transparency are of central importance [12, p. 87–89].

Feminist and postcolonial approaches remain highly significant in contemporary American translation studies, particularly as represented in the works of G.-C. Spivak. Her critique of colonial translation regimes emphasizes the danger of standardizing the voices of marginalized communities and the necessity of preserving the somatic, semantic, and cultural features of texts originating from peripheral cultures. G.-C. Spivak convincingly demonstrates that translation can neither facilitate access to knowledge or reproduce inequality, especially when it erases the author's voice in the name of “universal readability” [18, p. 179]. Her ideas resonate with the approach of S. Simon, who understands translation as a dialogue between genders, cultures, and social groups, stressing the need to individualize style and preserve the cultural embodiment of the text [16, p. 54–55].

Ideological and cultural perspectives have become an essential analytical tool for describing how contemporary American translation studies respond to the challenges of globalization, postmodern identities, and the digital environment. In combination with cognitive and corpus-based research, such approaches form a complex, multidimensional model of translation as a sociocultural act that not only transforms the text but also shapes cultural interaction within the global communicative space.

Contemporary practical directions in American translation studies are shaped by digital transformation, multimodal communication, and the expansion of the global content market, which demands fast, adaptive, and technologically supported translation. Special attention is given to localization as a complex process of adapting products – such as digital services, video games, mobile applications, and interfaces – to the user's cultural and linguistic environment. American research emphasizes that localization goes far beyond semantic equivalence: it involves UX translation, cultural adaptation, data format transformation, content structure optimization, and the inte-

gration of machine translation and post-editing technologies [8; 20; 24]. In the works of E. Gentzler and scholars of the digital turn in translation, it is noted that localization is both a cognitive and technological process, shaping a new professional identity for the translator – as a “localization designer” or “content engineer” [9, p. 142–147].

Audiovisual translation represents the second major area of contemporary American translation practices. It encompasses dubbing, subtitling, SDH (subtitling for the deaf and hard-of-hearing), audio description, localization of multimedia products, platform-based translation (Netflix, Amazon, Hulu), and the development of inclusive accessibility standards. Within this context, the American academic tradition focuses on the interaction of information delivery modes like sound, image, and text and on optimizing translation decisions in accordance with the viewer’s cognitive capabilities. Particular emphasis is placed on the multimodal nature of screen texts, which combine visual, auditory, and verbal signs, meaning that the AVT translator operates within an integrated semiotic system. Research over the past decade shows a growing tendency to view the translator as a moderator of perception speed, reading rhythm, and the visual composition of the frame [4, p. 102–104].

Digital translation and multimodality constitute the third major practical vector in modern American translation studies. The rapid development of social media, streaming platforms, interactive advertising, and video content creates a demand for fast, adaptive, and creative translation strategies. American scholars conceptualize digital translation as a polyfunctional process that integrates linguistic, visual, and algorithmic components. The translator now works not only with text but also with interfaces, iconography, emojis, graphic animations, and short-form videos, where symbolic codes play no less significant a role than verbal ones. In this context, the issue of multimodal semantics becomes especially relevant – that is, how meaning unfolds simultaneously across multiple semiotic channels, and how translation ensures coherence within a new communicative environment [13, p. 58–62].

In the globalized information environment, the role of the translator as a communicative mediator and participant in digital ecosystems is gaining increasing importance. The American tradition views the translator as an active subject who not only performs technical operations but also makes ethical decisions, managerial choices, anticipates the impact of content on diverse audience groups, and ensures intercultural coherence in communication. This is

particularly evident in areas such as international education, global healthcare, digital diplomacy, and the corporate sector. In these fields, translation ceases to be merely a “linguistic service” and takes on the status of a strategic activity – one that shapes the informational ecology and determines access to knowledge [7, p. 121–123].

To summarize, contemporary practical directions in American translation studies reveal an expansion of the translator’s roles and a growing emphasis on technological and multimodal components. These processes do not contradict theoretical trends; rather, they are integrated with them, creating a comprehensive view of translation as an intellectual, social, and technological activity. This integration forms the basis for further substantiation of the findings within the scope of this study.

The generalization of the results of the conducted analysis provides grounds to assert that modern American translation studies are shaping an integrated, multidimensional model of translational activity – one that unites theoretical concepts, methodological approaches, and applied practices [8, p. 89–90]. The identified trends reveal that relevance theory, the process-oriented approach, and think-aloud protocols have offered a new perspective on translational thinking, highlighting the dynamics of cognitive operations and the multilayered nature of decision-making in translation. This approach has made it possible to model the actual processes involved in a translator’s work, which contributes both to the improvement of professional training and to the development of tools for assessing translation quality [11, p. 91–93].

Corpus linguistics, in turn, has transformed the methodology of translation research by enabling the analysis of large data sets and revealing patterns that previously remained unnoticed. The study of translation universals proposed by M. Baker made it possible to identify systemic tendencies present in translated texts and to deepen the understanding of translational interference, simplification, discursive transformations, and “over-explicitation” [4, p. 95–99]. The integration of the corpus-based approach with cognitive research has laid the groundwork for the gradual emergence of a new explanatory paradigm in which translation is viewed simultaneously as a linguistic practice, a cognitive process, and a sociocultural phenomenon.

Ideological and cultural approaches, developed by L. Venuti, B. Hatim and I. Mason, G.-C. Spivak, and S. Simon, have clarified the importance of the translator’s positionality and the influence of social, economic, and political forces on translational activity.

In their works, translation is presented not as a neutral exchange of information [5, p. 114], but as an intervention into the cultural space – one that can either reproduce or disrupt power structures, hierarchies, and discursive dominants. This perspective aligns with contemporary approaches to the analysis of global communication, where the translator does not merely convey meaning but acts as an agent of ethical, social, and political transformation [23, p. 212–215; 18, p. 78–82].

The integration of these theoretical and applied vectors creates a unified analytical field within which contemporary American translation studies emerge as a complex discipline capable of incorporating cognitive models, cultural-ideological studies, technological approaches, and digital communication practices. This very integration ensures the scholarly novelty and relevance of the results obtained, as it demonstrates that changes in the field of translation are not local but systemic – affecting the structure of the profession, educational models, intercultural interactions, and the global information ecology. The interpretation of these interconnections allows translation to be viewed not merely as a linguistic act, but as an intellectual activity of high social significance – one that shapes new models of access to knowledge and communicative interaction in a rapidly changing world.

Conclusions. The generalization of the conducted study confirms that modern American translation studies have emerged as a coherent interdisciplinary space that integrates cognitive, cultural, ideological, and digital approaches. Current theoretical and methodological developments demonstrate that translation is no longer viewed as a purely linguistic operation; rather, it is conceptualized as a complex communi-

cative, sociocultural, and technological practice that determines the nature of global knowledge circulation. The results of the analysis show that cognitive models (relevance theory, process-oriented approach, think-aloud protocols) have deepened the understanding of the mechanisms of translational thinking, while corpus linguistics has made it possible to systematically study translation patterns across large data sets and to compare stylistic, semantic, and discursive transformations in texts.

The significant contribution of American scholars to the study of the ideological and cultural aspects of translation has established new criteria for analyzing translation activity within the context of power, global inequality, gender identities, and postcolonial critique. The approaches of L. Venuti, B. Hatim and I. Mason, G.-C. Spivak, and S. Simon have expanded the toolkit of contemporary theory by emphasizing that the translator not only interprets text but also shapes cultural trajectories and defines new ethical standards for intercultural interaction. Equally important are the achievements in the fields of digital translation, localization, audiovisual practices, and multimodal models, which have demonstrated that technological changes influence the structure of the profession, the modes of text production, and the very nature of global communication.

Thus, modern American translation studies demonstrate not only the evolution of theories and methods but also the ability to actively respond to the challenges of the present – cognitive, cultural, technological, and global. This highlights its strategic importance within the global translation studies discourse and opens up broad horizons for further interdisciplinary research.

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Громко Т. В. НОВІТНЄ АМЕРИКАНСЬКЕ ПЕРЕКЛАДОЗНАВСТВО У ВИМІРАХ СУЧАСНИХ ТЕОРІЙ, МЕТОДОЛОГІЙ ТА ПРАКТИК

Статтю присвячено комплексному аналізу новітнього американського перекладознавства у контексті сучасних теорій, методологій і професійних практик, що сформувалися впродовж початку XXI століття під впливом глибоких культурних, когнітивних та цифрових трансформацій глобального простору комунікації. Актуальність дослідження визначається зростанням ролі перекладу як багатовимірного механізму міжкультурної взаємодії та інтелектуальної медіації, а також потребою системно осмислити ті наукові підходи, що сьогодні визначають і оновлюють міжнародний перекладознавчий дискурс. У роботі окреслено провідні дослідницькі напрями, представлені у працях Л. Венуті, Р. Баснетт, Е. Дженцілера, М. Бейкер, Е.-А. Гутта, Г.-Ч. Співак, Ш. Саймон, Б. Хатіма та І. Мейсона, і показано, як інтеграція культурологічної критики, прагматичної лінгвістики, когнітивної науки та соціальних студій призводить до суттєвого перегляду традиційних перекладацьких концепцій. Особливу увагу приділено розвитку культурного повороту, який змістив акцент досліджень із текстоцентричних моделей на інтерпретаційні, ідеологічні та соціально зумовлені параметри перекладу, а також визначив нові підходи до аналізу влади, репрезентації та культурних асиметрій.

*Когнітивний вимір американського перекладознавства репрезентовано через теорію релевантності, процесно орієнтовані дослідження та використання протоколу вголос, що дозволяють реконструювати структуру перекладацького міркування та описати механізми прийняття рішень у реальному часі. У статті розкрито внесок корпусної лінгвістики й концепції універсальї перекладу, сформульованої М. Бейкер, у формування емпірично обґрунтованої, доказової парадигми, яка дає змогу об'єктивувати закономірності перекладацької практики і встановити статистично підтверджені закономірності мовних трансформацій. Розглянуто ідеологічний і культурний напрями, зокрема стратегічні опозиції *foreignization / domestication* у Л. Венуті, переклад як інтерпретативне та ідеологізоване посередництво у працях Хатіма й Мейсона, а також феміністичні й постколоніальні підходи, представлені у працях Ш. Саймон і Г.-Ч. Співак, які підкреслюють роль перекладу як інструменту критики асиметрій культурної влади.*

Значна частина анотації присвячена аналізу сучасних практичних напрямів, зокрема цифрового перекладу, локалізації, аудіовізуального перекладу, мультимодальних форматів і нових моделей комунікації, у яких перекладач виконує функції аналітика, культурного медіатора та фахівця з навігації у складних інформаційних середовищах. Доведено, що взаємодія інтелектуальних традицій і технологічних інновацій формує нову професійну ідентичність перекладача і сприяє появі міждисциплінарних підходів до дослідження перекладу. У висновках окреслено перспективи подальших студій, пов'язані з когнітивно-нейронауковими моделями, етикою цифрової трансляції, трансмедійними форматами, штучним інтелектом та інструментами глибокої інтеркультурної адаптації контенту.

Ключові слова: *перекладознавство, когнітивний підхід, культурний поворот, корпусна лінгвістика, ідеологія перекладу, локалізація, мультимодальність.*

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