

demands an in-depth understanding of the subject matter coupled with the ability to effectively convey the intended message. On a general note, we make an effort to shed light on these challenges and nuances, emphasizing the significance of ability, cultural sensitivity, and domain expertise in facilitating efficient communication, within today's globalized business world.

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THE IMPORTANCE OF HUMAN POST-EDITING OF MACHINE TRANSLATION IN THE MEDIA REALM

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Introduction. Human editing of machine translation plays a pivotal role in the media sector, where accurate and culturally relevant content is essential. In this industry, the need for precision, clarity, and contextual understanding is paramount. While machine translation systems offer speed and efficiency, they often fall short in capturing the nuances and cultural sensitivities necessary for journalism and media content.

Objectives. The objectives of the research are to investigate the impact of machine translation tools on the translation industry and the job market for human translators and editors.

Methods. In today's fast-paced media world, we often depend on machines to rapidly translate content into various languages. However, human editors play a critical role in making sure these translations are accurate and make sense.

Accuracy is fundamental in journalism, and human editors are crucial in upholding it. They correct errors and potential misinterpretations from machine translation, guaranteeing that quotes, interviews, and source materials are accurately translated while preserving their intended meaning. [2]. News articles can have complex language and references that machines might not fully grasp. In cases of breaking news, human editors verify and refine machine-generated translations to provide timely and accurate information.

Media outlets have their own unique styles and tones that make them recognizable to their audiences. Machines can't always capture these unique qualities. Human editors work to make sure translations sound like they should, keeping the voice of the media outlet consistent and trustworthy. Cultural sensitivity is another vital aspect, especially when dealing with topics that touch upon diverse cultural and social contexts. Human editors recognize and address cultural nuances, thereby avoiding misunderstandings or offense. They also adapt content to local audiences, making it relevant and relatable [3].

Quality control is another important aspect of their work. Machine translations can still have grammar problems and awkward phrasing [1]. Human editors fix these issues, making the translated content look more professional and readable. In the media sector, credibility and trust are paramount. Human-edited translations enhance the trustworthiness of content, reassuring readers and viewers that the information they receive is reliable and well-vetted. Translators and

editors are also familiar with the historical events or cultural details mentioned, which helps the translation make sense to the target audience and avoids misunderstandings. Moreover, human editors ensure that the editorial style and guidelines of media outlets are followed, maintaining consistency and preserving the brand's reputation.

Many media outlets publish content in multiple languages to reach a wider audience. Human editors ensure that all these translations fit together well and maintain the media outlet's reputation for quality and reliability.

In a multimedia-rich environment, human editors oversee the translation of not only text but also images, videos, and infographics. They ensure that all elements of multimedia content are consistent and coherent, contributing to a seamless and engaging reader or viewer experience. Editors can add the right keywords and phrases to make sure the translated content shows up in online searches [3].

Last but not least, editors help media outlets stay out of legal trouble. Some translated content can have legal or ethical issues, like defamation or privacy concerns. Editors are trained to handle these complexities and ensure the content follows the law and ethical guidelines, protecting the media outlet's reputation.

Results. A translator is not only a person who knows one or more foreign languages. He or she is an editor, journalist, stylist, and well-read person who is a specialist in many fields. An editor in the media field ensures accuracy, style, and credibility in translations. They understand complex topics, adapt materials to the audience, and maintain the independence and ethics of the media. The role of a editor is extremely important in ensuring the quality of information in the modern world.

Conclusions. To sum up, human editing of machine translation in the media sector is indispensable. It upholds journalistic standards, ensures cultural sensitivity, and maintains the trust and credibility of media content. Human editors bring their linguistic skills, cultural awareness, and subject matter expertise to refine and adapt translations, making them accurate, contextually appropriate, and resonant with diverse audiences.

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РЕАЛІЇ ЯК ОБ'ЄКТ ПЕРЕКЛАДОЗНАВЧИХ ДОСЛІДЖЕНЬ

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Постановка проблеми. Проблема відтворення культурно-маркованих одиниць у художніх текстах завжди була важливою в теорії та практиці перекладу. Роман Івана Багряного «Тигролови» особливо актуалізує цю проблему, оскільки його значення для української культурної та літературної спадщини величезне, а велика частина перекладу