

### 3d International Online Conference ‘Corpora and Discourse’



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MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE,  
NATIONAL TECHNICAL UNIVERSITY OF **UKRAINE**  
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The proceedings present and discuss a wide range of scientific and practical achievements in applied linguistics including corpus investigation techniques, compiling specialised corpora, computational linguistics, psycholinguistics and sociolinguistics, translation studies, language teaching and learning.

*The authors of published papers are responsible for the selection and accuracy of presented facts, quotations, proper names and other data provided.*

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## LOCALIZATION OF ENGLISH-LANGUAGE SALES SITES INTO UKRAINIAN

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Technological progress, as well as difficulties caused by a full-scale war, led to a great need for Ukrainians to order goods online from foreign sales sites. However, despite a significant segment of Ukrainian-speaking buyers, international sales sites still don't support the Ukrainian-language version and don't have any unified terminological base, which is a problem for users who make mistakes when ordering on English-language sites. The need to localize various online trading resources and combine their key lexical units into a single term system for ease of use determines the relevance of the chosen topic.

The phenomenon of localization became a subject of consideration half a century ago, when circles of translators began to emerge, offering services not only in translation – they also carried out project management, which involved the correction of various texts according to certain requirements. Later, thanks to computerization, translators faced a much wider range of tasks. D. de Palma (2007) outlines localization as a process of adapting online resources, programs, documents and products to meet the requirements of international trade, taking into account cultural characteristics.

The analysis of scientific sources indicates that the authors paid attention to: highlighting functional and linguistic aspects, terms and multi-component terminological combinations in the process of localization (Blynova, Pavlenko, 2022); problems of localization of Ukrainian websites (on the basis of the websites of Ukrainian translation bureaus), noting that Ukrainian translation bureaus don't pay due attention to the full localization of their websites (Dolnyk, Galii, 2021); the role of translation in the process of localization, naming the actions that must be performed in the process of localization and indicating that localization is impossible without translation (Skyba, 2019). It should be noted that scientists did not describe the process of localization of English-language commercial online resources in Ukrainian. In order to effectively localize a sales site, it is necessary not only to highlight lexical units used in titles, product descriptions, advertising and most often found in tags to attract the attention of the consumer, but also to determine whether such terms will function equally in both languages.

Thus, conducting research in this direction will contribute to the creation of a terminological dictionary, which will expand the ability of consumers of goods to accurately translate specific terms from English-language sales sites into Ukrainian

using a lexical equivalent. The results of the comprehensive analysis of such English terms will serve as a basis for the standardization and unification of terminologies, outlining the further process of using the English terminology system of sales sites in the Ukrainian language through the clarification of antonymic-synonymous relationships in the studied terminologies.

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