A linguistic review of cyberspace translation errors

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Abstract

The paper considers the issues of website text content translation taking into account the translators' background knowledge; special aspects of information security system, basic errors as well as factors, which contribute to the emergence of secondary texts in the course of localization. The relevance of our research is further proved by a large number of errors in website texts and lack of their final and distinct classification. The structure of Internet discourse is determined by the genre specificity and is characterized by heterogeneity, whereas the basic constitutive feature is the electronically mediated channel of communication, which gives rise to all others. Undoubtedly, the uniqueness of Internet discourse manifests itself not only in its structure and specific features, but also at various levels of the language system. The need for certain types of text content on a website is determined by the type of the website and its subject matter. A translator's practical understanding of translation quality is largely shaped via their understanding of translation errors. The examples of original versions and translations of specialized texts taken from the Cook County and the International Paralympic Committee official sites, general analysis of the specialized language of Internet sites, available classifications of translation errors and the experimental analysis assisted in considering translation errors, which led to the conclusion that translation errors appeared due to the translator's misunderstanding of specialized texts specifics, abbreviations, terms and differences in English and Ukrainian grammar structures. The paper proves that this problem assumes particular significance when we refer to professional website translation, whose main purpose is to ensure effective and clear communication between, for instance, public authorities and local residents.

Keywords

text content, electronic article, communicative dominant, background knowledge, intercultural communication, information security system, website, translation strategies and techniques

1. Introduction

Development of modern society is characterized by such tendencies as globalization and informatization intensification, which leads to extension and simplification of international links and contacts. In the age of globalization it is essential for each country to be present on the Internet for maintaining national identity. Information security could be achieved by building an information security system (ISS), which is a comprehensive set of organizational measures, technical and technological means that prevent unauthorized access to information.

Total computerization of the world and the pursuit of new capabilities among developers, update and launch of new software products, attempts to ensure maximum compatibility of software with other digital tools and programs, other industrial and technical advance novelties and inventions introduce new items to the market almost daily, which should be described and translated into as many languages as possible to reach the end user and increase sales [1].

Since translation is constantly regarded as a means to provide communication between communicants speaking different languages by translating a message of a source text into a target language, the

translation should reproduce the main communicative dominant of the original, provide the recipient with detailed information about the sense of the source message [2]. In recent years linguists have become aware of the Internet space as a new multifaceted field of language functioning [3]. At the same time, overcoming the language barrier through traditional translation is not a complete solution to the problem, as the volume of content requiring translation is growing rapidly, and even increasing the number of translators, as well as AI involvement cannot be a solution to meet this demand [1, 4]. The text must be adapted to the cultural, linguistic and other characteristics of the target audience, which is referred to as localization.

In modern scientific discourse, the term 'localization' is interpreted in different ways. For example, the Cambridge Dictionary defines localization as the process of adapting a product or service to the requirements of a particular country or region [5]. Technical consultant and author Robert Sheldon, in turn, describes localization as the process of adapting and personalising a product to the needs of a specific market, taking into account linguistic, cultural, legal and regulatory characteristics [6].

Therefore, localization can be described as the process of adapting a product to the specifics of a particular market, taking into account linguistic, cultural, legal and other contextual factors. It adapts a product or content to a specific cultural context to better suit consumer preferences. Localization can completely change the tone of the text, specialised terms and idioms, with a view to cultural characteristics. Unlike translation, which remains close to the original, localization creates content that is understandable and relevant to a specific target audience. Localization is the best choice for markets with significant cultural differences, while translation is effective where these differences are minimal.

Prior to doing any localization one should determine who, what, to whom and why communicates as well as how the message is transmitted. Answers to these questions are significant since they reveal lexical, grammatical, stylistic, syntactic and semantic text characteristics [7, 8]. Hence, the information space analysis approximates us to the solution of the global translation problem – the choice of an adequate method of source text interpreting and corresponding translation techniques while translating electronic articles.

1.1. The purpose of the paper

The purpose of the given research is to analyze translation of the electronic articles text content, typology of information security systems, basic errors and their causes in translations of website texts, which will definitely facilitate finding ways of their elimination as the quality of any translation is determined by detecting errors or absence of specific shortcomings in localization. It is generally believed that qualitative translation is such a translation that does not contain serious shortcomings (errors). Translator's practical perception of the translation quality is mainly built via understanding errors in translation [3]. The issue of translation quality assessment arose simultaneously with practice of translation that is a means of communication between languages and cultures; the reflection of a cultural and national identity. Meanwhile, the problem of translation quality assessment is one of the common problem aspects of the human activity assessment.

1.2. Related research

We live in the age of digital technologies development. Worldwide Internet has never been so popular in its entire history. The comprehensive automation of global systems and the pursuit of new capabilities among developers are driving the continual update and introduction of innovative digital applications. Simultaneously, efforts are being made to enhance software compatibility with a broad array of other digital tools, and language plays a crucial role in this context. This is complemented by ongoing industrial and technological advancements, alongside the frequent launch of new inventions and innovations, with new market items emerging almost daily [9, 10]. According to data from a study on digital literacy in Ukraine, which is regularly conducted on the initiative of the Ministry of Digital Transformation, the number of Internet users among the adult population has increased by 5.4% compared to 2021 and currently stands at 93.8% of respondents [11]. The culture of web-users was formed with its special

character, worldview and, certainly, language. The phenomenon of the Internet brought not only new communicative environment, but became an object of a large scientific research body including linguistic studies, nd those – dedicated to information security system building. Currently there is a tendency towards intensive increase in the number of computer incidents related to the impact of computer attacks via global information networks, backbone digital communication equipment and unauthorized connection of external electronic media. Studies of both foreign researchers (G. Brown and F. Flamini) and Ukrainian scientists (O.M. Novikov and V.V. Hlushak) are devoted to the problem of effective information security system (ISS) building to counteract the illegal actions of attackers. A series of empirical and formal methods, directed at solving the stated task of the ISS synthesis, have been developed, whose aim is to provide effective protection from the attackers. However, it could be a topical task to minimize the cost of ISS building.

In light of the rapid development of computer technologies, identification and study of the Internet-discourse and emergence of a new linguistic research line – Internet-linguistics – are becoming relevant in the field of the humanities. Thus, there are fundamental studies devoted to the particular genres of the Internet-discourse in modern linguistic research: forums (N.H. Lukashenko), computer conferences (O.M. Halychkina), Internet-news (N.V. Kolomiiets'), blogs (T.M. Hermashova, K.V. Lazutkina, S.V. Zaborovs'ka). Linguocultural (O.V. Lutovynova) and gender features (A.N. Haifullina, O.I. Horoshko, L.F. Kompantseva) of the Internet-discourse are being studied. Considerable attention is paid to the study of the Internet discourse from the viewpoint of cognitive translation, comparative and cognitive-pragmatic approaches (V.H. Zhurs'ka, L.L. Slavova, L.F. Kompantseva) and quality assessment of machine translation (A.V. Biriukov).

Thus, we may argue that philological study at the beginning of the 21st century formulated corresponding theoretical foundations and accumulated empirical material to study virtual communication originating on the Internet. Among the numerous challenges associated with Internet discourse, particular scholarly attention should be directed toward the attributes of website textual content and the recurrent errors observed in the translation of English-language materials into Ukrainian. Defining the criteria for quality assessment of translated texts of different styles and thematic scope is an urgent challenge of modern linguistics, which needs further profound reserach. These factors determine the relevance of the given study.

1.3. Methodology of research

Problematics of the study has determined its methodology. Multidimensional nature of the work stipulated holistic character of the research methodology. The contrastive translation method of analysis of source texts and their translation by appealing to elements of linguopragmatic analysis constitute the methodological basis of the research. The definitive method was used in the work with the view to form the theoretical basis of the research, namely to substantiate key concepts of the research; the general scientific methods of information analysis and synthesis were involved to clarify the principles of ISS features classification; the method of quantitative analysis – to provide frequency quantitative indicators of the use of Internet-communication basic concepts; the linguistic-descriptive method – to reveal and substantiate formal-structural and language features of the studied texts; the method of comparative analysis of source (original) and target (translated) texts in the practical part of the study; the methods of inductive and deductive analysis were used to define the search direction from accumulation of the text material to systematization, as well as to formulate theoretical generalizations and conclusions.

2. Presentation of basic material of the research

From the perspective of many researchers, the language of the Internet can be attributed to a special type due to its functional dynamism, and a series of new tendencies in communicative-pragmatic organization. From the linguistic standpoint, Internet is special communicative environment. The

emergence of a new phenomenon is determined by its paradigm formation. And it is the cognitive-pragmatic factor that is a theoretical and factual basis for the norm and paradigm of the network language formation.

Internet-discourse as a form of communication is characterized by the features distinguishing it from other types of discourse. We attribute a communication channel, a communicative goal, a type of communicant, chronotope, genre organization of discourse, discourse worldview and language incorporation to such constitutive features. The search, transfer, discussion and storage of information can be also attributed to the communicative goals.

2.1. Impact of the information security system on the communicative dominant of electronic articles

It should be noted that the use of data exchange systems is essential for further presence in the digital world. The speed of making the right decision is a key to successful task performance. Such technologies allow improving working efficiency and saving time in everyday activity. Vast majority of all the information loss cases occur because of user errors. This is a common situation for companies working on-line with ignorant users who do not comply with basic cybersecurity and cyber hygiene measures. The attacker's actions should be taken into consideration while building information security systems as they perpetrate threat by organizing attacks: simple (single-stage) or complex consisting of a set of interconnected stages. A complex attack can be divided into three stages: surveillance, penetration (attack) and concealment of attack traces [12]. Building an Information Security System (ISS) to counteract improprieties of an attacker is a complex procedure that could be conducted on the basis of formal or informal approaches. The purpose of ISS building procedure is to develop a set of security mechanisms that conform to the specified requirements for the effectiveness of attackers' counteraction. This procedure consists of the stages of the system analysis, a choice of security mechanisms, and performance assessment.

The development of ISS entails decision-making under conditions of uncertainty, taking into account the conflicting interactions among system agents, available information on system states, potential strategies, and the expected outcomes or payoffs associated with those choices. It is reasonable to conduct optimizing and modeling of the described processes by means of mathematical tools of game theory. Game theory, for the aforecited tasks, has found broad practical application in various spheres of national economy including economy, information technologies, industry and military affairs [13]. The use of new technology directed at improving working efficiency creates at the same time new risks that can lead to disclosure of inside or sensitive information. In case this information is a property of a private company, the effects could be detrimental. With regard to localization, this can also lead to the distortion of information while translating "virtual" texts, which will have a negative impact on the company owning a site that, in turn, will possibly affect a further professional activity of the translator. Localization prioritises culturally specific experience of the consumer over the literal meaning of words. Localised content depends on the desires, expectations and cultural preferences of the target market, and therefore, has a significant impact on how the original content is perceived in different markets. Additionally, each market has unique legal requirements that must be taken into account when adapting content. For instance, rules regarding privacy, cookies, and terms of use can differ greatly depending on the country [7]. Hence, modern website text content also needs protection from attackers. Language embodiment of the Internet-discourse implies oral and written speech integration within its limits. Text content of a site may contain various materials, such as information, advertising, technical data. The need for certain types of the text content on a site is determined by its type and subject matter. High-quality and relevant content serves as a crucial driver of website traffic and user engagement.

When considering the process of digital communication in the context of cybersecurity, Kevin Foltz highlights three key principles: defining a finite number of authorised participants of the process, securing the communication channel, and reducing the number of external agents who are not directly involved in the communication but only facilitate it [14]. Online machine translation services, which often act as intermediaries in digital communication, not only enable it in a multilingual cyberspace,

but also create certain risks of leakage of sensitive information or personal data. It is important to know who has access to the information, what encryption and anonymisation methods are used when transferring data to the server, and whether the deletion of information is guaranteed after the translation is completed [15].

The number of sites on the Internet is 'off the scale'. Therefore, each site is constantly under conditions of fierce competition to head the list of search results and capture attention of target visitors. A site, to become a winner in this fight, needs to have not only an appealing design and a number of links from various sources, but also a unique content of high quality that will provoke interest among visitors and provide them with all necessary information. In an effort to increase website traffic, expand their reach, and achieve commercial success, digital media, large businesses, and others often resort to generating content using artificial intelligence tools. Deepfake technology, which allows anyone to create high-quality audio, video or text information that presents what never actually happened in the most realistic way possible, opens up new opportunities for the film industry, advertising, education, medicine, entertainment and more. At the same time, it poses one of the greatest cyber threats of our time, both for ordinary users and for national security, as it is difficult to distinguish artificial data from authentic data without special tools [16].

2.2. Website translation features

A website is a group of digital pages hosted under a single domain name on the Internet, linked by a common theme and a single navigation structure. The content and visualisation of each page is created using the appropriate data markup language (HTML, PHP), style settings (CSS) and scripts (JavaScript). The content of a website can contain information in various formats: text, graphics and multimedia (audio, video, animation, etc.). The multilingual nature of the Internet drives the rapid translation of content to reach a broader global audience as efficiently as possible. Therefore, machine translation systems are increasingly being used in combination with artificial intelligence technologies to improve the efficiency of the translation process and reduce the costs associated with its various stages [17].

Translation is a multifaceted phenomenon of different kinds and implies work with texts of various styles and genres. The Ukrainian Association of Translators and Interpreters by developing a "Professional Standard: Translator" and "Professional Standard: Interpreter" of 2025 established parameters of written translation quality that define translation as qualitative if: (1) translation meets the requirements of a customer and corresponds to the source text in terms of the content, sense and design; (2) translation is free of grammar, spelling and punctuation errors; (3) terminology of translation complies with the specialized subject area of the source text; (4) translation maintains the uniformity of terms, names, legends, abbreviations and symbols [18].

There are several classifications of translation errors (for instance, classifications of K. Nord, A.V. Shevnina, D.M. Buzadzhi). H.. Khalymonyk in the article "On the Problem of Typology of Translation Errors" offers a classification of translation mistakes, which illustrates errors in the most accurate and practical way, we believe, that are typical for translation of the sport and taxation policy specialized texts, in particular, their official version that is an object of our analysis. Thus, the scholar provides the following classification of errors in the translated text:

1. Content errors (distortion of information, incomplete or redundant translation, untranslated snippets, loss of narration succession).

2. Terminological errors (violation of terminology uniformity, inconsistency of terms to glossary, dictionaries, definite industry standards).

3. Language errors (grammatical, lexical, spelling, punctuation).

4. Stylistic errors (style inconsistency of the chosen language means, text incoherence, disagreement of the sentence structure, incompliance of fixed expressions with the particular genre).

5. ulture specific errors (irrelevant references to cultural sites of the language of translation, erroneous translation of ethno-specific concepts, citations, allusions etc.) [19].

Translation typology, developed by H.. Khalymonyk is, in our opinion, the most convenient to perform our tasks, namely to analyze errors in specialized Internet-texts, in particular, IPC Swimming

Rules and Regulations (website of the International Paralympic Committee) and the regional public information program on the governmental tax policy indicated on the official website of Cook County (Illinois, the USA). The choice of texts is explained by our access to bilingual texts, whose translation was done not by specialists of the National Paralympic Committee of Ukraine but by the translators of the DEIR Translation Agency (Dnipro city, Ukraine). The choice of the regional public information program on the Cook County governmental tax policy is inspired by the important step for all Ukrainians, in particular, the decision of the Cook County self-administration to provide translation of all tax files into Ukrainian. It is widely known that Cook County (Illinois) is the 16th largest self-administration in the world. The population of this county is over 5 mln people that includes Chicago city with its suburbs. Ukrainian was chosen among 22 most widely used languages in this region. According to the office representatives, there have been around 27,000 information downloads in Ukrainian on their website since 2006. Thus, they decided to use Ukrainian on a wider scale. Maria Pappas, Cook County Treasurer claimed that her institution is perhaps the only US state resource providing services in Ukrainian.

Such a choice was made for 'testing integrity', since we consider necessary to analyze translations of 'the English language Internet' segments taking into consideration the most popular websites among Ukrainian audience (without reference to .ua domain), in accordance with the statistics of the Language Policy Portal. This will facilitate in revealing learning skills which translators of Internet-space texts have/do not have to possess. The results of the analysis are presented in Figure 1.
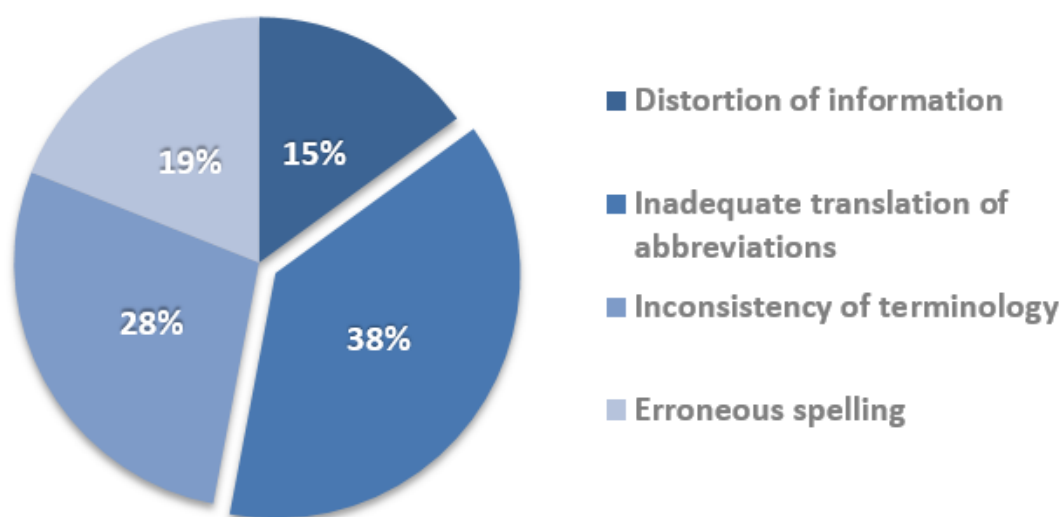

Figure 1: Picture summary of the lexical translation errors based on the texts of the International Paralympic Committee website.

Content errors that we, following H.O. Khalymonyk, consider the most essential leading to information distortion of the source content are subdivided into two types – literal and free adaptation [19]. The definition of these long-standing concepts in the theory of translation may be found in any terminological dictionary, and scholars view all the history of translation as an attempt to balance these two extremes.

To avoid errors while localizing professional texts first of all, it is necessary to determine what function the translated text performs. Certainly, pure text types are a rare occasion. For instance, informative texts could have appellative or expressive means with one dominant though. With a view to the text function, one can understand the potential range of addressees, who this text will appeal to – scientists, officials, ordinary citizens, sportsmen, fans etc.

The text function and the range of addressees (that is pragmatics, in effect) determine the structure, semantics, lexis, grammar, style of the translated text and also corresponding translation strategies accordingly.

It is this comprehensive approach that enables to eliminate shortcomings of translation research based on statistics. For instance, a term *athlete* [20] can be translated as *sportsmen, uchasnyk zmahan, sportovets*, and finally, *atlet* [21]. It is only the first term that is an adequate translation when regulatory texts are referred. Exactly the same applies to the term *track* [20] – *trek, bihova dorizhka, stadion, trasa* [21]. Each of these terms can be used, but their choice will depend on the text genre and kind of sport described: if the last variant can appear in the colloquial language, the first one is the professional term – in specialized sport texts the use of term *bihova dorizhka* [21] while translating track and field athletics texts will reveal unprofessional translation. In the texts on cycling the term *trasa* [21] will be used, when it refers to cycling event – *shose* [21], but when it goes about velodrome competitions, then *trek* [21] could be a proper translation.

It is also worth noting that in today's environment, translators must not only possess a high level of translation skills, but also be knowledgeable in technology. This includes the ability to effectively use specialised software, in particular localization tools, which have become an integral part of professional activity. Such tools include CAT (Computer-Assisted Translation) tools, machine translation (MT) systems, and the latest artificial intelligence (AI) solutions, such as large language models (LLM) like ChatGPT or DeepL Write.

Machine translation is a translation process based on the use of machine algorithms to find fixed correspondences between lexical units and grammatical structures of different languages characteristic of a particular type of text [22]. Machine translation is done without human intervention. The concept of automatic translation should not be confused with machine translation. Automatic translation (CAT tools, Computer-assisted translation) is a process in which a translator works with text using specialised software that ensures efficient translation, term management, translation memory storage, quality control and teamwork organisation. All data are stored in a single database accessible to all participants in the process [22]. Localization tools are divided into tools for adapting websites and software.

The emergence of ChatGPT and numerous other AI translation tools has sparked debate about their ability to replace neural machine translation (NMT) due to their high translation quality.

However, a 2023 study by CSA Research showed that ChatGPT has limitations for corporate translation. Among the most notable issues one can mention limited language support. Models like ChatGPT, GPT-4, and GPT-4o have been hesitant to offer comprehensive lists of translatable languages, and testing has revealed results that vary from highly accurate translations to completely nonsensical outputs. For example, a passage from the Bible about spiritual gifts (chosen because of the religious nature of most online content in the relevant language) was translated as a set of winter fishing techniques [23].

Thus, the issue of the causes of translation errors and their typology is still open and needs to be discussed in the field of Translation Studies. Indeed, the moment when the translated text causes problems in perceiving and understanding could end in failure for the translator. Even an experienced professional translator can make minor errors though. Therefore, everyone should remember the main causes of translation errors to avoid such problems. These translation errors can be as follows: 1) simple grammatical, lexical, phonetic etc. errors depending on the level of translator's proficiency in the source and target languages. The entire translation may be sometimes ruined by the wrong use of synonymic rows; 2) ignorance of cultural differences of the source and target languages.

Hence, a good command of vocabulary of the source and target languages is not sufficient for adequate translation. Additionally, we have to know usual, structural and linguocultural features of both languages, be capable of using localization tools effectively, taking genre, style, a broad context and cultorological constituents of a text into consideration. Only in this case translation will be equivalent, adequate, and therefore, competent.

2.3. Background knowledge as a factor of electronic articles adequate translation

The role of background knowledge as an important factor of understanding a text on the one hand, and culture of a people, on the other – is understudied. There are various definitions of the 'background knowledge' concept, but in this research we are based on the definition given in the Lingvistychna Entsyklopediya edited by O.O. Selivanova as bilateral understanding of culture-bound terms by the

speaker and listener, which is the basis of communication [24].

Obviously, background knowledge is a comprehensive multi-level system that has a definite structure and specific content. A translator ought to be aware of a general background knowledge structure as a system comprising the semantic composition of particular linguistic culture background knowledge. First of all, it is needed for an adequate choice of translation techniques while rendering background information from the source into the target language.

Background knowledge explication is needed to fill information gaps about life activity of the source text language group, the semantic lacunae which translation recipients can have [25]. Thus, localization, as a tool for interlingual and intercultural communication provides culture adaptation for the languages that interact by means of background knowledge transfer. When rendering background knowledge, different translation means are used, namely various types of explication. Explication is a full expression of the situation components, full reflection of deep predication. Explication can occur by means of: 1) specifying elements; 2) descriptive translation; 3) parallel translation; 4) rebuilding the whole from the part; 5) full replacement of the form provided that the content of the message is preserved; 6) extra-textual references and notes etc. [26].

According to the results of Cook County and the Paralympic Committee websites research, we can claim that most of the background knowledge explicit elements have been added to the specialized sport texts. Since the audience of these texts is extremely broad, the translator of such texts ought to be oriented at an 'average recipient' instead of aiming at a specialist in the field of sport. Explication elements on the Cook County official site are realized at the level of translating terms and abbreviations.

Differences in correlation of explicitness and implicitness of various languages determine localization changes of not only particular words, but also structures of a higher level, namely, individual sentences.

We have already received a confirmation of an idea that the professional text content is sufficient to reveal the meaning of a term, but it is not sufficient to verbalize the term in translation appropriately. Thus, *swimming suit* [20] in the field of swimming is *kostium* [21] rather than *kupalnyk*; *assessor* [27] is to be translated as *otsinyuvach strakhovykh zbytkiv* [28] rather than *podatkovyi inspektor* [21], as it is stated in the official translation of the Cook County website, which is a glaring content inaccuracy, etc.

Hence, when deciding on the need for background knowledge explication in one form or another, a translator ought to account for: information accessibility and intelligibility for average recipients of different cultures; relevance of information that is diachronic snapshot of interacting cultures; relevance of information to universal or specific knowledge of various categories; and also associative and connotative relations arising when using definite background information [26].

Localization as a tool of interlingual and intercultural communication provides culture adaptation of those peoples whose languages interact by means of proper background knowledge transfer. Formerly literature and folklore were the main sources of nationally-bound background knowledge of a particular culture. In recent decades Internet space has become the leading 'provider' of nationally-bound background knowledge. That is, the general globalization tendency turns professional texts, not to mention international, into an object of global background information by virtue of electronic mass media. Localization adapts a product or content to a specific cultural context to better suit consumer preferences. Localization, as we mentioned above, can completely change the tone of a text, specialised terms and idioms, taking into account cultural characteristics. Unlike translation, which remains close to the original, it creates content that is understandable and relevant to a specific target audience.

Localization prioritises the culturally specific experience of the consumer over the literal meaning of words. Localised content depends on the desires, expectations and cultural preferences of the target market and therefore has a significant impact on the perception of the same source content in different markets. Such localised content for different audiences can vary significantly depending on cultural characteristics, sometimes appearing completely unrelated [7].

Among the reasons explaining the need for use of explication in translation of background knowledge verbal representation we can distinguish objective and subjective reasons: on the one hand, the general tendency to contract English compared to expansion tendency in Ukrainian, on the other hand, the translator's assumption about difference between necessary background knowledge of anticipated recipients of the source and target texts.

The most illustrative example of translation expansion when rendering texts on sport and tax policy into Ukrainian could be, for objective reasons, the translation of abbreviations and terms, for instance: *DRM (Delegation Registration Meeting)* [20] – *poryadok reyestratsii chleniv delegatsii* [29], *CCA (Cook Country Assessor)* [27] – *otsinyuvach strakhovykh zbytkiv Kuk Kaunti* [21].

Since the tax policy program contained mainly grammatical errors, we propose to outline three groups of errors caused by inadequate background knowledge of the translator on the sport texts material:

1. The translator does not identify background knowledge in the text: *"2.4.2.3 Multiple class event, multiple MQS, multiple medal events"* [20]. – *«2.4.2.3. Zmahannia u bahatokh klasakh, rizni MKS, rizni zmahannia za medali»* [29]. The given example demonstrates the translator's incapability to identify extralinguistic factors of the terms to be translated and lack of the context understanding. This translator's light-mindedness given the absence of dictionaries on paralympic swimming led to the distortion of the text content. Although most of the scientific and technical terms are context-free, it can be argued that paralympic sport specific nature predetermines certain dependence of sport terminology on the context. Thus, *multiple class event* ought to be translated as *zmahannia za uchastiu sportsmeniv kilkokh klasiv* [30], *multiple medal events* has to be translated as *zmahannia z kilkoma komplektamy nahorod* [30].

2. The translator demonstrated background knowledge, but violated the norms of the target language in verbal representation: *"A medical withdrawal shall be submitted to the Control Room Supervisor on the IPC Swimming official form certified by the team physician or competition medical officer"* [20]. – *«Povidomlennia pro vidstoronennia vid zmahan z medychnoi prychyny povynno buty nadane Nahliadachu Punktu Upravlinnia na ofitsiinomu blanku IPC z Plavannia, zavyrenomu likarem komandy abo medychnym inspektorom zmahan»* [29]. Based on the translation of this term, we can claim that the translator managed to identify extralinguistic factors but violated the norms of the target language verbalizing their meaning and offered a nonexistent term instead of the conventional *ofitsiinyi likar*.

3. The translator distinguished background knowledge but rendered only its denotative meaning, that was insufficient: *"Matthew Cowdrey, Australia's most successful Paralympian of all-time, and his teammate Jacqueline Freney, a winner of eight London 2012 gold medals, are two of the headline names set for the Glasgow 2014 Commonwealth Games para-swimming competition which gets underway on Thursday 24 July"* [20]. – *«Meteiu Koudri, naibilsh shchaslyvyi paralimpiiskyi sportsmen zbirnoi komandy Avstralii z plavannia ta vosmyrazova chempionka Paralimpiiskykh ihor v Londoni 2012 Zhaklin Frenei staly oblychchiam zmahan z plavannia Ihor Spivdruzhnosti, shcho rozpocnutsia 24 lypnia»* [29]. The given example, in our opinion, is indicative of sufficient background knowledge of the translator to get complete understanding of background information, but the depth of its reproduction in translation is not sufficient. Thus, we consider the translation of the word combination *headline names* as *oblychchia* to simplify the meaning of the source version and sound somewhat glamorous, therefore we suggest giving a deeper from the extralinguistic viewpoint and more contextually adequate equivalent *symvol*. From our perspective, a person who has been able to win 8 top-honors during the Paralympic Games alone is a true legend and a symbol of courage, hard work and dedication.

As the results of this research show, the number of translation errors caused by extralinguistic features of specialized sport texts is not large, but such errors are the most dangerous since they lead to source text information loss and content distortion.

3. Conclusions

Overall, we can argue that background knowledge is one of key success factors of intercultural, international and interlingual communication. Representation and reproduction of background knowledge in specialized website texts has a number of features that should be kept in mind by the translator. The underdeveloped individual cognitive system of the translator, absence or lack of their background knowledge and insufficient practical experience can cause translation errors and communication failure.

Website localization encompasses several levels of adaptation: linguistic, functional, cultural, techni-

cal, and legal. Key features include ensuring the accessibility and comprehensibility of content, adapting to cultural differences (linguistic, visual, structural), and internationalising technical elements such as date format, currency, etc. Modern automated tools, in particular CAT systems, machine translation and artificial intelligence, play a significant role. However, despite the high level of automation, high-quality localization requires the involvement of a qualified specialist to ensure accuracy, stylistic consistency and consideration of cultural realia.

Adequacy of localizing specialized website texts is achieved by means of the following competencies of translators: linguistic and cultural competence in the source and target languages, stylistic competence, as well as digital literacy. We outline translation competence as translator's knowledge of translation theory basic principles and features of professional translation, ability to use translation equivalents, translation transformations, ways of translating various lingual and speech phenomena. The conducted analysis of translation errors made it possible to speak about lacking sociocultural, linguistic and information-technological competencies and occasionally attentiveness of the translator that can lead to inaccuracy, content nonconformity and information distortion when translating 'virtual texts', which can negatively affect an agreement, organization, firm or government institution. This stresses the importance of the complex approach to localizing, which includes linguistic, functional, pragmatic, and digital components.

Declaration on Generative AI

The authors have not employed any Generative AI tools.

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