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TRANSLATION FEATURES OF THE ENGLISH FILM TITLES INTO UKRAINIAN

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Every single year we get an unimaginable number of films that are released, duplicated and translated for a wide audience. What role does the title play in the future of the film? This work is focused on estimating key strategies used by translators to adapt the title to our realities.

The first strategy is based on the direct translation of English film titles into Ukrainian. Basically, such a strategy is normally used for films that do not include non-translated cultural-specific components and when there is no conflict between form and content: For example: *Back to the future* (1985) – *Назад в майбутнє*. This strategy also foresees transliteration and transcription of proper names: *Lucy* (2014) – *Люсі*.

The second strategy can be defined as the transformation of the title. Many film titles are translated into Ukrainian by the expansion of cognitive information through the replacement or addition of lexical elements, the introduction of keywords in the film. Among them are: *The Hangover* (2009) – *Похмілля у Вегасі*, *Frozen* (2013) – *Крижане серце*.

The third strategy used by translators is the replacement of a film title with the other one. Despite the main requirements – the preservation of semantic-structural equality and the level of communicative and functional properties – there are still quite a lot of cases when the title was almost completely changed during the translation in order to influence the addressees' perception and to make the title more enticing and understandable. For example: *It Takes Two* (1995) – *Двос: Я та моя тінь*.

The choice of strategy for the translation of film titles depends on a number of reasons, due both to the specifics of the original text and the linguistic-ethical barrier. The main strategies of the translation of film titles into Ukrainian comprise direct translation, transformation, replacement of the title.

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