

РОЗДІЛ 4 ПЕРЕКЛАДОЗНАВСТВО

УДК 811.111

DOI <https://doi.org/10.32782/tps2663-4880/2025.42.2.23>

ФУНКЦІОНАЛЬНІ АСПЕКТИ АНГЛІЙСЬКОЇ МАРКЕТИНГОВОЇ ТЕРМІНОЛОГІЇ: ПЕРЕКЛАДАЦЬКИЙ ПІДХІД

FUNCTIONAL ASPECTS OF ENGLISH MARKETING TERMINOLOGY: TRANSLATIONAL APPROACH

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The article examines the functional features of English – language marketing terms on the American LKQ corporation website and on its branch ELIT-Ukraine site as well as the most effective ways of their exact rendition into Ukrainian. It has been found that the marketing content on both sites consists of four information blocks: headings and subheadings, consumer-oriented information core, a financial block, a finalizing part with the slogan of the company. The functional potential of marketing terminology in headings and subheadings has been revealed in nominative sentences, imperative structures, rhetorical and special questions, infinitive syntactic units. Marketing terms in the second and third information blocks have been classified into ten structural and semantic groups to distinguish two-, three-, four-, five-component marketing terminological clusters of syndetic and asyndetic connection that include economic, transport, law terms, general scientific lexicon, internationalisms, common vocabulary, abbreviations, temporal components. In addition, digital marketing terms have been identified in three digital marketing operations and classified into four thematic groups on the basis of internet catalogue analytical data with the focus on their structural types, semantic nature, translation ways and the Ukrainian translated versions. The transformational approach with the dominant complex transformations has been proven to be the most effective way of conveying English marketing terminological clusters into Ukrainian. One-component terms have been translated by addition, substitution, semantic development transformations. The most common transformations have turned out to be adaptive transcoding, transposition of elements, replacement of parts of speech, addition and concretization. There have been few cases of stylistic transformations employment: expressivization, logization.

Key words: marketing content, company site, marketing language, marketing terms, digital marketing terminological clusters, transformational approach, complex transformations.

У статті досліджено функціональні характеристики англomовних маркетингових термінів на сайтах Американської корпорації LKQ та її філії ELIT- Україна і розглянуто найефективніші способи їх точної передачі українською мовою. З'ясовано, що маркетинговий контент містить чотири інформаційні блоки: заголовки і підзаголовки, інформаційне ядро, орієнтоване на споживача, фінансовий блок, заключна частина зі слоганом компанії. Функціональний потенціал маркетингової термінології в заголовках та підзаголовках розкрито в називних реченнях, імперативних структурах, риторичних та спеціальних питаннях, інфінітивних синтаксичних одиницях. Маркетингові терміни у другому та третьому інформаційних блоках поділено на десять структурно-семантичних груп, щоб виокремити дво-, три-, чотири-, п'ятикомпонентні маркетингові термінологічні словосполучення сполучникового та безсполучникового зв'язку, які включають економічні, транспортні, юридичні терміни, загально наукову лексику, інтернаціоналізми, загальновживану лексику, аббревіатури, темпоральні компоненти. До того ж, цифрові маркетингові терміни виділено в трьох цифрових маркетингових операціях та класифіковано на чотири тематичні групи на основі аналітичних даних інтернет каталогу із зазначенням їх структурних типів, семантичної природи, перекладацького способу та українського перекладеного варіанту. Доведено, що трансформаційний підхід з домінуючими комплексними трансформаціями є найефективнішим способом передачі англійських маркетингових термінологічних словосполучень українською мовою. Однокомпонентні терміни перекладено трансформаціями додавання, заміни, семантичного розвитку. Виявлено, що найпоширенішими трансформаціями є адаптивне транскодування, транспозиція елементів, заміна частин мови, додавання та конкретизація. Встановлено поодинокі випадки використання стилістичних трансформацій експресивації та логізації.

Ключові слова: маркетинговий контент, сайт компанії, маркетингова мова, маркетингові терміни, цифрові маркетингові термінологічні словосполучення, трансформаційний підхід, комплексні трансформації.

Problem Statement. In recent decades, limitless internet capabilities advance information and communication channels to interact with the target audi-

ence worldwide. Digital marketing, an innovative marketing branch in economics, contributes a lot into creating favorable business environment on websites

for manufacturing, distribution and servicing activity, thus providing efficient companies' performance. Besides, online business is based on sophisticated marketing strategies development. Researching consumers' behavior, their division according to geographical, social and demographic criteria, the modern market proposes more and more software advantages to effectively collect and analyze various information flows about recent events on websites through a big number of web analytic instruments [1]. So, plausible economic data expounded in the texts of information, analytical or advertising character allow to research the marketing environment of the enterprise, to make a statistical analysis, and to reveal the site's efficiency by forming maximum trust to the companies' services and products' quality. In addition, websites and applications draw more and more attention of users, whose behavior and interest are stipulated by effective online strategies elaboration in web analytics. So, economic texts on digital platforms, compiled and put up by digital marketers, contain financial figures in charts or diagrams, advertising news, novel technological advances' description, logistics operations for the further company's brand dissemination and popularization [2].

However, one of the challenges on the way of improving communication channels with the target audience and increasing the customer base is constantly emerging marketing terms that often result in misunderstanding or misinterpretation. It should be noted that it has already constituted a significant layer in the economic terminology system and is being steadily replenished at present. Hence, English marketing terminology translation requires not only foreign language and translation competencies but professional mastering of economic knowledge, marketing issues, in particular.

The relevance of research is stipulated by the increasing number of English marketing terms in the English-language internet economic environment and the need for their exact rendition into Ukrainian to lift the language barriers of English websites content in the Ukrainian market. False, superfluous or approximate interpretation of their meanings can lead to partial or full miscomprehension of financial accounts and the wrong viewpoints over the applied marketing strategies efficiency, making the language issue acute for professional translators of English internet business spheres and setting up hurdles in interactive channels that involve target Ukrainian users.

Review of Recent Researches and Publications.

Marketing language has long been a focus of diachronic studies by many scholars (R. Hanchen, R. Goke) who claim that the majority of marketing

terms have English origin and are creatively coined. Acronyms, abbreviations, blends, metaphors, metonymic expressions are the most typical term formation patterns in marketing [3].

In addition, they are stated to be of ambiguous or vague nature, resulting in "ineffective communication processes" in the marketing sphere [4]. Researcher A. Kronrod explored the issue of the marketing terminology analysis in consumer-generated content and marketer-generated communication on Facebook and X (Twitter), underlining the importance of computational linguistics methods and AI tools to identify and measure linguistic aspects in marketing and to develop effective consumer interactions with AI systems [5, p. 88–89].

Furthermore, researcher T. Hashem emphasized a great functional potential of employing local words, terms and references in marketing to form a productive brand language apparatus for pulling in customers to "purchase a local item", so influencing their behavior, building confidence and increasing trust to the brand. So, brand linguistic tools in the marketing applicability were investigated through the survey design, statistical processing methods and hypotheses testing [6, p. 305]. Thus, numerous researches of this issue enabled us to conduct a comprehensive analysis of specific marketing tools linguistic representation in the case study of LKQ corporation and ELIT-Ukraine websites in order to consider their functional potential in the structural parts of the sites, to group them into several classes and to form their translation equivalents in Ukrainian. We scrutinized scientific contributions of G. Khatser about the peculiarities of interpreting English-language advertising texts with the transformational approach to the translation of expressive lexical means as well as experimental research of N. Ishchuk and O. Barvinchenko on the issue of conveying two-component marketing terminological collocations from English into Ukrainian through lexical and semantic transformations [7; 8]. So, the main point is translation ways in the marketing domain must be highlighted with a special emphasis on the structural and semantic characteristics of English marketing terminology that represents a mixed layer of economic terminological units, transport and law terms, general scientific concepts, transport terminology, common vocabulary and stylistically marked lexicon, thus expanding the translational apparatus.

So, the research is aimed at exploring functional aspects of English language marketing terms on websites and identifying the common ways for their exact rendition into Ukrainian. **The following tasks** enable to implement the general aim:

- To explore the linguistic environment of marketing terms functioning on the websites;
- To classify marketing terms according to their structural and semantic criteria;
- To discern the most effective ways of their conveying into Ukrainian.

In order to achieve the tasks' fulfillment, such methods were applied as: the linguistic analysis of marketing content, descriptive analysis of functional aspects of marketing terms, the componential and semantic analyses of marketing terms, the translational analysis of marketing terms.

Research Analysis. At present, economic texts on websites with the marketing focus are being constantly renewed to encompass a variety of activities including advertising, market research, products and services development, pricing strategies realization, distribution methods based on internal and external logistics channels. Moreover, economic relations boost business contacts and linguistic research to have social relations expanded, internationalized and globalized. These processes facilitate the ever-increasing role of marketing terms in business communication spheres that require comprehensive insight.

In the course of exploring the American LKQ corporation site and its Ukrainian branch ELIT-Ukraine Auto Parts, it has been found that the framework, the marketing content rests on, is composed of the textual elements that elucidate basic provisions to be persuasive and credible for the target audience: a brief history of the company with its steady attainments, productive company teamwork, successful partnership with other companies, main segments of prosperous business activity, important filters about the best quality of products and services, their applicability for different brands of cars, favorable target readership's reviews, shops and dealerships' references, contacts and regular financial reports to prove the profitability of the companies within a certain fiscal period [9; 10]. The marketing content on websites encompasses several information blocks in a concise and compressed representation that are standardized according to the compositional design: headings, subheadings, advertising consumer-oriented information core (technical specifications of auto parts, brands of cars, distribution segments), a financial constituent, a finalizing part (contacts, requisites of producers, distributors) and a life-confirming slogan of the excellent company performance. It should be noted that headings and subheadings on the websites are perceived as mutually beneficial commercials, carefully designed marketing tools, for either producers of goods, distributors (wholesalers and retailers) or the target audience of consumers. They are intended to

promote not only high – quality auto parts to almost all makes and models of foreign and domestic cars but to build confidence and trust to exceptional customer services and to the fair company policy as a whole. A broad range of marketing terms functioning in different syntactic structures that constitute headings and subheadings can be manifested with the appropriately chosen translation equivalents in the Ukrainian language:

- the nominative sentences expressed by two-, four- or mainly three-component noun clusters with the transport terminological units and common vocabulary: *ELIT Auto Parts – Автозапчастини компанії ELIT* (transposition + addition + substitution + transfer of the original name). *Our Parts Worldwide – Наші автозапчастини по всьому світу* (substitution + addition). *Our Global Business Segments – Наші світові бізнес сегменти* (loan translation + transliteration + semantic development). *LKQ Specialty – Діяльність компанії LKQ* (transposition + generalization + addition). *Keystone Automotive Industries – Провідні галузі автомобільної промисловості* (generalization + addition + transposition);

- the imperative sentences, filled with common vocabulary and transport terms: *Find your parts! – Ваші запчастини у нас!* (pragmatic adaptation). *See your vehicle warranty forms – Не забудь свою гарантійну квитанцію на автівку* (antonymous translation + substitution + transposition). *Contact us about us! – 3 нами про нас!* (omission). *Read our 52 reviews – У нас вже 52 відгуки! Ваш наступний!* (pragmatic adaptation);

- the nominative sentences with the IT term “Filters” that encompass some specific subheadings, represented by the economic and transport terms: *Make – Марки авто* (addition + substitution), *Model – Моделі* (substitution + transcoding), *Part – Запчастини* (addition + substitution), *Year – Рік випуску* (addition), *Application – Додатки* (substitution) or the subheadings, bearing general information, with common concrete nouns or financial and insurance terms: *Home – Вітчизняний виробник або Вітчизняний сегмент* (semantic development), *Shop – Ринки збуту. Ремонтні майстерні* (semantic development), *Payment – Умови оплати* (addition + substitution), *Vehicle Warranty – Гарантія на транспортний засіб* (transposition + replacement);

- the rhetorical or special questions with the inclusion of common vocabulary and transport terminology: *A Passion for Parts? – Ненідробна зацікавленість запчастинами?* (replacement + concretization); *What parts are you looking for?* –

Які запчастини вас цікавлять? (concretization + expressivation); *Fueled for Passion?* – *Все-ще не згасає інтерес?* (antonymous translation + logization) [11, p. 32];

– the nominative sentences, containing common vocabulary and transport terminology: *Engine Assembly*. – *Збірка двигунів*. (transposition + substitution); *Hybrid Batteries*. – *Гібридні акумулятори*. (transliteration + concretization); *Transmission*. – *Коробка передач*. (equivalent translation); *Exterior Color*. – *Колір кузова*. (transposition + concretization);

– the nominative sentences, consisting of two-, three-, four-component financial and insurance terms: *ELIT Auto Parts Warranty* – *Гарантія від компанії ELIT Запчастини* (transposition + addition + transplantation of the original name), *Financial Statements* – *Фінансова звітність* (adaptive transcoding + generalization);

– the infinitive sentences, saturated with the marketing terms: *How to file a warranty claim* – *Процедура подання гарантійної претензії* (replacement + loan translation); *How to choose a cost-effective option* – *Як обрати економічно вигідну пропозицію* (loan translation + concretization); *How to upload your car photos* – *Як завантажити фото вашої автівки* (transposition + concretization); *Rear images* – *Вид ззаду* (generalization + transposition + replacement);

– the nominative sentences, including proper nouns, denominating brands of cars, names of distributor partners: *Platinum Pro. Platinum Plus. TRI STAR. ELITEK*. – *Platinum Pro. Platinum Plus. TRI STAR. ELITEK*. (transfer of the original names); *Consolidated Vehicle Converters Mechanical (USA)* – *Механічні консолідовані конвертери для транспортних засобів (США)* (transposition + adaptive transcoding + addition + loan translation).

As can be seen, marketing information on both sites is structured into information blocks, each under the appropriate heading or subheading, pursuing the pragmatic directionality of promoting and selling goods and services at the best companies' advantage and is successfully realized by carefully selected transport, financial, marketing, insurance terminology, common vocabulary, functioning in specific syntactic structures and is mainly translated by mixed transformations.

It is also worth considering the texts in information blocks from the viewpoint of their lexical representation and translation approaches. They are compiled on the grounds of their functional loading and constitute a significant layer of common vocabulary, particularly qualitative adjectives describing

technical specifications of auto parts, repair services and assembly technologies, highly qualified personnel (*heavy, broad, reliable, flexible, modern, confident*), being conveyed into Ukrainian by the dictionary equivalents; abstract nouns characterizing business processes (*collision, acquisition, segmentation, performance, replacement, pride, operation*), being mostly translated by the full equivalents or by lexical and semantic transformations: *segmentation* – *розподіл* (generalization); *operation* – *цикл* (concretization); common concrete nouns signifying separate components (*car, vehicle, facility, product*), proper nouns, denoting dates, numerals denominating the number of auto parts, technical specifications, temporal periods. All of them contribute to the marketing terminology system formation through their combinability properties with economic, transport, law terms at the conceptual level and their functioning in the marketing content of websites. Besides, another tangible lexical layer of marketing texts on websites is formed by internationalisms that stipulate further stable business language directionality development and extend the opportunities for non-equivalent semanticity, fast and lasting memorization of borrowings, replenishing the target economic language vocabulary. It has been revealed that genuine and partial internationalisms function as the components of complex marketing terms, forming new concepts, and are rendered into Ukrainian by primarily the adaptive transcoding technique or the loan translation way: *strategic objectives* – *стратегічні цілі*, *product portfolio* – *портфоліо товарів*, *credit losses* – *кредитні збитки*, *a global restructuring initiative* – *ініціатива глобальної реструктуризації*, *market risks* – *ринкові ризики*, *web-analytics* – *веб-аналітика*, *market segments* – *ринкові сегменти*.

In the process of exploring text passages with versatile instruments and techniques of basic marketing strategies realization as well as the finalizing part that covers different financial reports in tables and charts with the exhaustive data analyses for certain time periods, their steady business growth in European and Western markets, a great many marketing terms were selected in conformity with structural and semantic criteria and classified into ten semantic groups with the detailed consideration of translation ways and Ukrainian versions:

– marketing terms, describing the main participants of marketing operations, that are expressed by one-component professionalisms or by noun clusters: *customers* – *клієнти* (dictionary equivalent), *consumers* – *споживачі* (dictionary equivalent), *buyers* – *покупці* (dictionary equivalent), *non-cus-*

toomer facing teams – команди, які не працюють з клієнтами (descriptive translation), *LKQ stockholders* – акціонери компанії *LKQ* (transposition + addition), *registrants* – реєстранти (adaptive transcoding), *subcontractors* – субпідрядники (dictionary equivalent), *distributors* – дистриб'ютори (transliteration);

– marketing terms, indicating names of businesses or their functional peculiarities: *Delaware Corporation* – Корпорація Делавер (transliteration + transposition), *LKQ corporation* – корпорація *LKQ* (adaptive transcoding + transposition + transfer of the original name), *a reporting company* – компанія, що звітує (transposition + replacement), *a shell company* – фіктивна компанія (a dictionary equivalent), *subsidiaries* – дочірні компанії (a dictionary equivalent);

– marketing terms (asyndetic and syndetic terminological clusters), describing financial regulations and indicators: *purchase of treasury stock* – придбання власних акцій (loan translation + semantic development), *financial accounting standards* – стандарти фінансового обліку (transposition + concretization + adaptive transcoding), *the cost of goods sold* – собівартість проданих товарів (concretization + transposition + loan translation), *gross margin* – валова маржа (loan translation), *a fixed interest rate* – фіксована процентна ставка (a dictionary equivalent), *equity in losses of unconsolidated subsidiaries* – власний капітал у збитках неконсолідованих дочірніх компаній (semantic development + adaptive transcoding);

– law terms (proper names), denoting names of documents that elucidate marketing, financial operations and other business transactions: *Securities Exchange Act* – Закон про фондову біржу (generalization + transposition + semantic development), *Rule 405 of Regulation* – Правило 405 Регламенту (loan translation + concretization);

– marketing units, represented by infinitive phrases that account for monitoring operations, oversight, tracking and tracing activities, market research and analysis: *to study the market and income approaches* – дослідити ринкові та прибуткові підходи (loan translation), *to mitigate possible risks* – пом'якшити можливі ризики (loan translation + adaptive transcoding), *to identify the tangible fluctuations in commodity prices and the volume of materials sold* – виявляти відчутні коливання в цінах на сировинні товари та визначити обсяг проданого матеріалу (replacement + transposition + addition);

– marketing terms, characterizing different processes in marketing campaigns, can be represented by general scientific terms and translated through

the adaptive transcoding technique: *rationalization* – раціоналізація, *integration* – інтеграція, *activation* – активація, *standardization* – стандартизація, *centralization* – централізація;

– marketing terminological clusters, including temporal components: *annual impairment test* – щорічний тест на знецінення (loan translation + transposition + transliteration), *indefinite-lived intangible assets* – нематеріальні активи з необмеженим терміном служби (transposition + partial explication), *the current period* – поточний період (loan translation), *a full year* – повний рік (loan translation), *fiscal years beginning after December 15, 2024* – фінансові роки, що розпочались після 15 грудня, 2024 року (replacement + transposition);

– marketing terms-abbreviations (acronyms): *CODM* – *The Chief Operating Decision Maker* – головний діючий керівник з прийняття рішень (addition + concretization); *OE parts* – оригінальні запчастини (the full name);

– marketing terminological clusters of asyndetic connection, signifying the market of services, that are rendered by the loan translation technique: *advisory services* – консультаційні послуги, *diagnostic services* – діагностичні послуги, *repair services* – ремонтні послуги;

– marketing terminological clusters, indicating fair value measurements: *financial assets and liabilities measured at fair value* – фінансові активи та зобов'язання, оцінені за справедливою вартістю (loan translation), *evaluation techniques of quoted market prices* – методи оцінки ринкових цін котирування (generalization + transposition + replacement), *the value hierarchy* – ієрархія цінностей (substitution + transposition), *the fair value estimation* – справедлива оцінка вартості (concretization + transposition);

– two- or three-component marketing terms of mainly asyndetic connection, related to monetary operations: *facility closure costs* – витрати на закриття об'єкта (transposition + concretization), *operating costs* – експлуатаційні витрати (dictionary equivalent), *additional expenditures* – додаткові витрати (dictionary equivalent), *the cumulative plan costs* – сукупні планові витрати (loan translation + adaptive transcoding), *transaction related expenses* – витрати, пов'язані з транзакцією (adaptive transcoding + transposition), *interest expense* – відсоткові витрати (loan translation + replacement).

It can be seen that effective worldwide marketing communication is developed and enhanced through constant customer interest and participation due to the authenticity of marketing content, their

confidence and trust to credible LKQ and ELIT-Ukraine websites' content. By effectively utilizing semantic sets of marketing terms, the compelling tone of narration, and a masterly choice of visual material, state-of-the-art marketing mechanisms elaboration and implementation can significantly affect consumer perception, decision making and purchasing power as well as create the same effect on the target audience after the thorough choice of the most effective ways to faithfully render the English – language marketing terms into Ukrainian.

When researching successful business activity of ELIT-Ukraine company on the English-language website, it has been revealed that digital marketing instruments Search Engine Optimization and Social Media Marketing provide users with company news feeds. Due to the work of website designers and website developers, online media users have easy access to the company textual and visual information as well as enjoy interactivity with the company personnel. Moreover, they can directly influence the website content by means of their comments, reactions and messages. Digital marketers facilitate the two-way communication platform where the target audience do not only familiarize with the company site content but actively participate in its creation, discussion and improvement.

Web-analytics, an indispensable digital marketing service, allows to delve into the customer behavior on websites and develop future personalized proposals. It is designated to measure, receive and analyze information about the number of attendees and the frequency of their visits. These data help work out which website parts function better and which ones require improvement for efficiency and profitability increase [12]. There are several ways of tracing the users' behavior on the website that can be described by the asyndetic digital marketing terminological clusters with proper names of IT directionality, undergoing complex transformations to achieve their partial equivalence in forming Ukrainian translation versions:

1. *Analytical programs installation* – *Встановлення аналітичних програм* (transposition + adaptive transcoding + concretization) (*Google Analytics*, in particular) to receive information about the number of visits, interaction with pages, and time spent on the website.

2. *Click tracking* – *Відслідковування кліків* (transposition + adaptive transcoding). It helps figure out which buttons and references draw more attention of users and what information they are looking for.

3. *Tracking digital user behavior* – *Відстеження цифрової поведінки користувачів* (substitution + transposition). Certain programs enable to see the

way the visitors leaf through the pages, which blocks they read, at what stages they leave the site.

4. *Traffic source tracking* – *Відслідковування джерела трафіку* (transposition + adaptive transcoding). This mechanism makes it easier to identify which sources the users come from (search systems, social net, advertising campaigns) and how it influences their behavior.

5. *Behavior analysis based on conversions* – *Аналіз поведінки на основі конверсій* (adaptive transcoding + transposition). It allows to single out the actions which bring about the desired outcome (purchases, registration) and which site elements must be optimized for conversions increase.

It can be inferred that web-analytics is an important digital marketing instrument for studying the user behavior on websites. Data collection and data analysis enable the enterprise to better understand its target audience, improve products and services quality, optimize marketing strategies for achieving success in the market. Furthermore, digital marketing terminology system is gradually upgraded with terminological neologisms, loanwords, international lexicon, IT vocabulary, economic, statistical, mathematical, psychological concepts due to constant development of digital information, marketing technologies in different business spheres [13].

By researching digital consumer behavior on the basis of internet catalogue analytical data of ELIT-Ukraine company that runs business in b2b market segment, four thematic groups of digital marketing terms have been identified and described:

Consumer market segmentation represented by asyndetic and syndetic three-, four-, five-component noun clusters: *b2b business segment* – *бізнес-сегмент b2b* (replacement + transposition + transfer of the original abbreviation), *precise and high – quality competitors performance analysis* – *точний та якісний аналіз ефективності конкурентів* (transposition + adaptive transcoding + omission), *detailed consumer B2B market segmentation* – *детальна сегментація споживчого ринку B2B* (transposition + replacement + adaptive transcoding + transfer of the original abbreviation).

Loyalty programs and global activities: *CRM system (Customer Relationship Management)* – *система керування взаємовідносинами з клієнтами* (transposition + adaptive transcoding + replacement + abbreviation deciphering), *increase in consumer satisfaction* – *підвищення задоволення споживачів* (substitution + transposition), *reserve fund deprivation* – *позбавлення резервного фонду* (transposition + replacement + adaptive transcoding), *significant increase in company turnover* – *значне збільшення*

обороту компанії (adaptive transcoding + transposition), *visual stock distribution* – *візуальний розподіл запасів* (adaptive transcoding + transposition + semantic development), *marketing products replenishment* – *поповнення маркетингових продуктів* (concretization + adaptive transcoding + transposition).

Digital consumer behavior: *three-step graph of consumers hitting the site* – *трьохетапний графік відвідувань сайту споживачами* (transposition + replacement + adaptive transcoding), *client's personal account* – *особистий рахунок клієнта* (transposition + adaptive transcoding + concretization), *search query* – *пошуковий запит* (replacement + concretization), *spare parts selection section* – *секція вибору запчастин* (transposition + replacement + adaptive transcoding), *Orders tab* – *вкладка замовлень* (concretization + transposition), *no page transitions* – *без переходів між сторінками* (substitution + addition), *promotions launch* – *запуск рекламних акцій* (transposition + semantic development), *pageview dynamics* – *динаміка переглядів сторінок* (replacement + transposition + adaptive transcoding), *product group review diagram* – *діаграма огляду групи продуктів* (adaptive transcoding + transposition + substitution).

Promotional campaigns: *promotional period* – *рекламний період* (loan translation + transliteration), *promotion seasonality* – *сезонність рекламної акції* (adaptive transcoding + transposition + semantic development), *preparation of market participants for vehicle technical inspection* – *підготовка учасників ринку до технічного огляду транспортних засобів* (transposition + adaptive transcoding + concretization), *promotional offers* – *рекламні пропозиції* (concretization).

It can be stated that digital marketing terms of four thematic groups in question are mainly two-, three-, four-, five-component terminological clusters of asyndetic connection and acquire such structural models as: N+N; N+N+N; N+N+N+N; Adj. + N, Adj.+ N + N; Abbr. + N; Part. II + N + N + Abbr. + N + N. Besides, three- and five-component syndetic terminological clusters have been identified and analyzed as the following structures with the adjuncts (mostly nouns, simple or compound adjectives) joining the head-components by means of the prepositions “in, of, for”: N (head) + in + Adjunct 1 + Adjunct 2; Adjunct 1 + Noun (head) + of + Adjunct 2 (gerundial phrase); Noun (head) + of + Adjunct 1 + Adjunct 2 + Adjunct 3 + Adjunct 4 + Adjunct 5. In addition, the constituents of complex digital marketing terms have been primarily represented by economic, transport, computer terminology, general scientific lexical units, abbreviated forms, common vocabulary and internationalisms.

Thus, the order of components within terminological clusters, where head nouns are semantic kernels and pre-posed or post-posed adjuncts have a restrictive or an explanatory meaning, will make it easier to grasp the meanings of “semantically wide structures” to create exact translation equivalents [14, p. 14–15].

Conclusions. Marketing has been regarded in our research as a complex system of production, distribution, advertising organization that is focused on products and services sales at the best companies' advantage. The marketing language environment has been studied on the American LKQ corporation website and on its branch ELIT- Ukraine Auto Parts company site to figure out that the textual space on both sites is arranged in several information blocks, saturated with marketing terminology that effectively functions in specific syntactic structures or separately as filters in the main textual block or in the final block of financial statements, requisites and contacts. It has been grounded that the marketing terminology system consists of economic language units, law terms, transport lexicon, abbreviations, internationalisms, proper names, IT terms, general scientific units of abstract character and common vocabulary. Furthermore, marketing terms have been classified into eight groups according to their functional peculiarities of advertising character in headings and sub-headings with the indication of their structural characteristics, semantic loading and the translational ways and means. In the course of investigating the textual core of both sites, ten groups of marketing terms have been singled out, based on their structural and semantic criteria. It has been noted that digital marketing terms are the constituents of effective digital marketing tools that spur the two-way communication channel with the constant participation of the target audience. So, four main digital marketing operations have been described by two-, three-, four-component syndetic and asyndetic noun clusters of terminological character with the translation equivalents, achieved through the proper selection of translation ways. Moreover, four thematic groups of digital marketing terms have been identified with the emphasis on their structural peculiarities and semantic nature and on the careful choice of the translation ways for their exact rendition into Ukrainian.

As a result of the research conducted, it has been revealed that the transformational approach with complex transformations is the most effective way to adequately convey three-, four-, five-component marketing terms of syndetic and asyndetic connection with the following dominant translational models: transposition + adaptive transcod-

ing + replacement; adaptive transcoding + transposition + semantic development; transposition + adaptive transcoding + omission; loan translation + transposition + transliteration; replacement + adaptive transcoding + transfer of the original abbreviation. Two-component terminological clusters have mostly been translated through the employment of four prevailing complex transformations: trans-

position + adaptive transcoding; transposition + replacement; transposition + concretization; transliteration + transposition. Partial explication and the descriptive way have only been applied to complex economic units within marketing terminological clusters. **In the perspective**, it will be expedient to tackle on the issue of stylistic peculiarities of English marketing texts' rendition into Ukrainian.

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Дата першого надходження рукопису до видання: 26.09.2025

Дата прийнятого до друку рукопису після рецензування: 30.10.2025

Дата публікації: 28.11.2025