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TRANSLATOR COMPETENCE IN THE CONTEXT OF DIGITAL TRANSFORMATION

The article examines how digital transformation practices, driven by the rapid integration of artificial intelligence, machine translation, and platform-based communication, reshape contemporary translator competence by expanding professional roles beyond traditional interlingual translation. As translators increasingly engage in creative and strategic digital text production, existing competence marginalize these practices, widening the gap between theory and professional reality. The study analyses how digital transformation practices reconfigures translator competence, emphasizing the integration of technological, cognitive, and creative skills in translation practice and training. The study adopts a qualitative analytical approach that combines theoretical review with comparative analysis. The article demonstrates that proofreading, rewriting / restyling, copywriting, posting / dissemination, and naming constitute distinct yet interconnected professional domains that should be recognized as core digital transformation practices rather than auxiliary activities. Each practice is shown to have specific aims, defining features, and practical implications for contemporary translation process. The analysis reveals a clear shift from equivalence-based, text-centred translation models toward purpose-driven, audience-oriented, and technologically mediated communication. The study concludes that digital transformation practices fundamentally reshape the translator competence, which integrates linguistic, cognitive, technological, creative, pragmatic, and ethical dimensions, and position translators as hybrid language and communication specialists.

Key words: *copywriting, digital posting / dissemination, digital transformation practices, naming strategies, proofreading, rewriting / restyling, translation studies.*

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1. INTRODUCTION

Digital transformation is the process of using digital technologies (digital tools, platforms, or automation) to fundamentally change how an organization operates, delivers value, and interacts with customers and society. It's not just about adopting new tools, it's about rethinking processes, culture, and strategy for the digital age. In simple terms, digital transformation means doing things differently because digital technology makes new ways possible, not just doing the same things faster.

The rapid digital transformation has fundamentally reshaped the professional landscape of translation. Digital transformation practices, such as proofreading, rewriting / restyling, copywriting, digital posting / dissemination, and naming, become part of digital transformation when mediated by digital transformation technologies – AI-based (Artificial Intelligence) editing tools, CAT (Computer-Assisted Translation) tools, MT (Machine Translation) systems, CMS (Content Management Systems), SEO (Search Engine Optimization) analytics tools, automated publishing platforms, social media algorithms, NLP-based (Natural Language Processing) writing assistants.

Contemporary translators no longer operate solely as linguistic mediators but increasingly function within AI-assisted, platform-driven, and algorithmically structured ecosystems that require expanded cognitive, technological, creative, and strategic competencies. Traditional competence, primarily grounded in equivalence-based interlingual transfer, is insufficient to fully capture the complexity of modern translation practice, where tasks such as proofreading in AI environments, rewriting / restyling, copywriting, posting / digital dissemination, and naming have become integral components of professional activity of translators.

The relevance of this research is driven by the accelerating integration of artificial intelligence, machine translation, platform-based communication, and algorithmic visibility mechanisms into professional translation practice. As translation increasingly intersects with digital marketing, localization, branding, and content production, translators are required to assume hybrid roles that extend beyond traditional linguistic transfer. In educational contexts, the misalignment between current training and digitally mediated professional demands risks producing graduates who lack essential competencies in AI-assisted proofreading, creative adaptation, digital dissemination, and strategic naming. In professional contexts, insufficient theoretical grounding of these practices may weaken quality assurance, ethical accountability, and communicative effectiveness in global digital environments. Therefore, a systematic reconsideration of translator competence is both academically necessary and practically urgent.

Recent studies [4; 6; 6; 8; 11; 13] consistently confirm the central role of digital competence in contemporary

translator professionalism, emphasizing the integration of technological, cognitive, and creative dimensions and the growing importance of post-editing and tool-mediated workflows. However, despite these advances, unresolved issues remain regarding the systematic integration of creative digitally mediated practices, such as rewriting, copywriting, posting, and naming, into translator competence. Despite the growing presence of digitally mediated creative practices in translation workflows, existing theoretical models continue to treat them as peripheral or supplementary rather than as core components of translator competence. This results in a conceptual gap between contemporary professional realities and established translator competence, which remain largely anchored in equivalence-based and text-centred models of translation.

The purpose of this research is to demonstrate how creative digitally mediated transformation practices influence the professional competence of modern translators, with particular emphasis on the integration of technological, cognitive, and creative skills in translation practice.

To achieve this purpose, the article addresses the following tasks: 1) to reveal the impact of digital transformation practices on contemporary translators' competence, with particular attention to the expansion of professional roles beyond traditional translation and interpreting tasks; 2) to characterise proofreading in theory and practice as a key professional linguistic / editorial digitally mediated practice within digital translation workflows, analyzing its roles, employed tools, and quality standards, particularly in contexts involving AI-assisted translation and post-editing, in order to understand how it shapes translator competence; 3) to explore the extension of translator competence in rewriting and restyling as forms of textual adaptation / content optimization, with a focus on their cognitive, functional, and pragmatic dimensions in digital and platform-oriented communication; 4) to show the influence of copywriting on translator competence as a content creation practice in text production through an analysis of its intersection with translation, localization, and transcreation in digital media contexts; 5) to demonstrate how posting and digital text dissemination as digital communication / content distribution practices, with attention to platform-specific conventions, audience targeting, and multimodal adaptation of translated content, affect translator competence; 6) to examine naming as branding / onomastic activity in theory and practice, with an emphasis on branding, cultural adaptation, and strategic decision-making in multilingual digital environments, in order to understand its impact on translator competence; 7) to identify key competencies required for translators operating in digitally mediated ecosystems, integrating linguistic, cognitive, technological, creative, and ethical dimensions.

2. MAIN BODY

2.1. Theoretical and methodological framework.

The object of the study is contemporary translation practice in digitally mediated environments, shaped by digital transformation, AI-assisted workflows, and hybrid text-production processes.

The subject of the study is the evolution of translator competence in the context of digital transformation, with particular emphasis on the linguistic, cognitive, technological, creative, and ethical competencies required for effective performance in digitally mediated and AI-assisted translation workflows.

Research materials and methods. The study employs a qualitative analytical approach combining a theoretical review of recent research in translation studies, digital linguistics, and competence-based training with a comparative analysis of translators' professional competencies in AI-assisted and platform-driven workflows. The research materials include academic publications on translator competence, digital transformation, machine translation, post-editing, and AI-assisted translation, as well as examples of translated and adapted texts from digital media, localization, and platform-oriented communication. The methods applied comprise theoretical analysis, comparative analysis of competence, cognitive-functional analysis of translation tasks, and descriptive analysis of digitally mediated translation practices, which together allow for identifying key competences and trends shaping contemporary translator training.

Theoretical foundations. The theoretical foundations of this study draw on three partially overlapping research lines: (1) textual remaking and transformation, (2) digitally mediated circulation and naming as strategic communication, and (3) translator competence under digital transformation and AI-assisted workflows. Taken together, these works document a shift from equivalence-focused translation models toward purpose-driven, platform-conditioned, and competence-integrated views of translator activity.

Doloughan [3] conceptualizes translation as an act of text design and textual remaking, emphasizing that translation often involves generic transformation and purposeful reshaping rather than mere linguistic transfer. This position is foundational for reconceptualizing translation as an activity structured by communicative goals, genre norms, and recipient expectations. Importantly, Doloughan foregrounds translator agency as design-oriented decision-making.

Building on this broader "remaking" logic, Kiran [6] provides a conceptual discussion of rewriting as a tool within the "translation(al) turn", treating rewriting not as an external editorial step but as a mechanism that enables translation to operate as cultural and discursive repositioning. In comparison with Doloughan, Kiran's focus is less on genre as a formal system and more on rewriting as a theoretical lens for transformation,

highlighting the translator's role in reconfiguring meaning according to communicative and ideological parameters.

Blynova & Kyrylova [1] define copywriting as an activity of online content creation, emphasizing its functional orientation toward communication effectiveness in digital environments. The key theoretical contribution for translation studies is the positioning of copywriting as goal-driven text production shaped by platform dynamics and user response. Compared to Doloughan and Kiran, Blynova & Kyrylova argue that, in copywriting, the focus shifts away from merely "remaking an existing text" to producing persuasive content under strategic constraints (attention economy, engagement, conversion). This supports the study's argument that digital transformation expands translators' professional roles toward hybrid text-production practices (translation – localization – transcreation – copywriting).

Mur Dueñas [11] analyses digital dissemination as a process of recontextualising specialised knowledge, focusing on explanatory strategies used to make expert content accessible and communicatively effective in new contexts. Her approach is particularly relevant for conceptualizing posting / dissemination as a competence area: it frames dissemination not as "distribution after writing" but as a discursive transformation shaped by audience design, genre expectations, and communicative framing.

In a complementary but methodologically different direction, Roberts-Lewis et al. [13] treat dissemination through social media as an evidence-transfer problem in professional communities. While not translation-focused, this work strengthens the theoretical rationale for viewing dissemination as strategic circulation governed by platform affordances and audience uptake. Compared to Mur Dueñas, Roberts-Lewis et al. shift the emphasis from discourse strategies within texts to channels, reach, and engagement logic, which is essential for linking translator practice to algorithmic visibility and platform governance.

The naming literature contributes a theoretical basis for viewing naming as strategic communicative action rather than mere transfer of proper names. Włoskowicz [15] outlines a general theory of name and naming policy, providing a macro-level conceptual foundation: naming is treated as systemically regulated, socially consequential, and policy-relevant. Chung [2] frames naming strategies explicitly as a tool for communication, highlighting pragmatic intent and audience response as central. Li [10] offers a market-oriented view, foregrounding cross-cultural pragmatics and effectiveness in commercial environments. Comparatively, Włoskowicz provides the theoretical architecture (what naming is and how it functions socially), while Chung and Li emphasize applied strategic naming (how naming produces effects in real communication and markets). This triad supports the

article's claim that translators increasingly participate in naming as cultural mediators and strategic evaluators operating under branding, legal, and digital constraints.

The competence-focused works collectively demonstrate that digital competence is no longer optional but structural to translator professionalism, yet they differ in emphasis and granularity. It is argued that the formation of translators' digital competence should be based on authentic translation tasks, where digital literacy is integrated into professional activity rather than taught as isolated ICT (Information and Communication Technology) skills. Korinska et al. [9] extend this by showing how digital technologies shape the development and integration of other competences, reinforcing the idea of competence as a system influenced by tools and workflows. Eraković & Radić Bojanić [6] add a diagnostic and pedagogical perspective, identifying problem areas (tool overload, weak post-editing strategies, everyday vs professional digital use) and pointing toward targeted instructional interventions. Broader educational frameworks (Perifanou [12]; Eger [4]) contribute cross-domain competence logic (information management, collaboration, ethics), helping situate translator competence within the wider landscape of digital transformation in professional training.

Finally, model-level comparisons and standards [5: 14] provide the normative backbone. Thunnissen's [13] comparison of PACTE/EMT/PETRA-E clarifies how competence has expanded to include technological and strategic agility, while EMT (European Master's in Translation) [5] formalizes a contemporary competence baseline that supports interdisciplinary, tool-mediated, and ethically responsible practice.

Vieira [14] conceptualizes post-editing of machine translation as a distinct competence requiring cognitive evaluation, strategic planning, and adaptive intervention – crucial for maintaining translator agency under AI mediation. Compared to the broader competence, Vieira provides a focused account of the micro-level cognitive and strategic operations that characterize AI-assisted workflows. This is central to the present study's positioning of proofreading / post-editing as a high-stakes evaluative competence rather than a mechanical correction stage.

Across these works, a shared trajectory is visible: translation is increasingly theorized as designed communication (Doloughan), transformative rewriting (Kiran), digital content production (Blynova & Kyrylova), recontextualised dissemination (Mur Dueñas; Roberts-Lewis et al.), and strategic naming with social / market consequences (Włoskowicz; Li; Chung), all under competence models shaped by digital technologies and AI (Gavrilenko; Korinska et al.; Eraković & Radić Bojanić; EMT; Vieira).

At the same time, the comparison reveals a key theoretical gap. Competence strongly acknowledges "digital competence" and "post-editing", yet they

still insufficiently systematize creative-platform strategies – rewriting / restyling, copywriting, posting / dissemination, and naming – as core digitally mediated practices with explicit aims, features, and assessment criteria. The article addresses this gap by treating these practices not as adjacent activities but as structurally integrated processes that define translator professionalism in digitally mediated ecosystems.

2.2. The impact of digital transformation on translators' professional activity. Digital transformation has profoundly reshaped translator competence, extending professional activity far beyond the traditional boundaries of translation and interpreting. Whereas the classical view of translator competence focused primarily on bilingual proficiency, cultural mediation, and text transfer, contemporary digital environments require translators to function as hybrid language professionals operating at the intersection of linguistics, technology, content creation, and digital communication.

One of the most significant consequences of digital transformation is the *expansion of professional roles*. Translators increasingly act as post-editors of machine translation output, proofreaders in AI-assisted workflows, content rewriters and stylists, copywriters, localization specialists, and digital content managers. Tasks such as rewriting, restyling, naming, and platform-specific posting are no longer peripheral but have become integral to professional practice, particularly in media, marketing, branding, and online communication. As a result, translation competence is progressively shifting from text equivalence toward functional, pragmatic, and audience-oriented adaptation.

Digital technologies have also restructured the *cognitive dimension of translation work*. The widespread use of CAT (Computer-Assisted Translation) tools, neural machine translation, and predictive text systems has transformed translators from primary text producers into evaluators, editors, and decision-makers responsible for quality control, coherence, and pragmatic adequacy. This transition places greater emphasis on critical judgment, error detection, stylistic sensitivity, and ethical responsibility, while simultaneously increasing the risk of automation bias and reduced discourse-level awareness. Consequently, modern translator competence must incorporate cognitive resilience, attention management, and post-editing literacy as core components.

Furthermore, digital transformation has introduced *new communicative and multimodal demands*. Translators now engage with texts designed for specific digital platforms, where brevity, visibility, searchability, and audience engagement are crucial. Posting, digital dissemination, and naming strategies require awareness of platform conventions, algorithmic visibility, branding logic, and intercultural reception. These digitally mediated practices demand competencies traditionally associated with marketing, media studies, and digital

humanities, reinforcing the interdisciplinary nature of contemporary translation competence.

From an educational and professional perspective, these developments necessitate a **reconceptualization of translator competence**, which must integrate linguistic, technological, creative, cognitive, and ethical competencies into a coherent structure that reflects real-world professional practice. Translation is no longer a singular skill but a constellation of adaptive competences enabling translators to operate effectively in digitally mediated, AI-assisted, and market-driven environments.

Digital transformation has repositioned translators as multifunctional language professionals whose competence extends beyond translation and interpreting to include proofreading, rewriting, copywriting, digital communication, and strategic decision-making. Recognizing and systematizing these expanded roles is essential for aligning translator professional standards with the realities of contemporary digital practice.

2.3. Proofreading as a key linguistic practice within digital translation workflows. Traditionally, proofreading was understood as the final stage of quality control performed after the completion of translation. Its primary function was to verify grammatical accuracy, orthography, punctuation, and stylistic consistency prior to publication, with the aim of eliminating surface-level errors and ensuring the formal correctness of the target text. In this perspective, proofreading was seen as a supplementary, error-focused procedure positioned at the end of the production cycle rather than as an integral part of the translation process. Theoretically, traditional proofreading was therefore largely associated with the identification of visible linguistic inaccuracies and minor stylistic inconsistencies. Its scope remained limited to textual form, without systematic consideration of deeper semantic, pragmatic, or functional dimensions of meaning.

However, in the context of digital transformation, proofreading has evolved into a core professional digitally mediated linguistic practice that functions as an integrated and dynamic component of translation production rather than merely as a final verification step. In digitally mediated and AI-assisted environments, it extends far beyond surface-level correction and is no longer confined to the final stage of production. Proofreading now entails continuous cognitive monitoring, systematic interaction with CAT (Computer-Assisted Translation) tools and machine translation systems, and critical evaluative decision-making throughout post-editing processes. Embedded in CAT-based and AI-assisted workflows, it requires ongoing engagement with translation memories, neural machine translation output, and predictive typing systems, increasingly overlapping with post-editing and blurring the traditional boundary between correction and revision, while repositioning the translator as both editor and quality controller.

The key practical functions of proofreading in digital workflows include: verification of machine translation output for semantic accuracy and factual reliability; detection of automation bias and over-fluent but misleading renderings; normalization of terminology across segments and projects; maintenance of stylistic consistency within fragmented, segment-based texts; alignment of translated content with client-specific guidelines and platform requirements.

Unlike traditional proofreading, digital proofreading demands sustained attention management and cognitive vigilance. Translators must resist cognitive fatigue caused by repetitive segment-level evaluation and interface-driven reading, maintaining critical awareness across extended periods of human-machine interaction.

Proofreading practice today is inseparable from **technological literacy**, as professional translators routinely employ a range of digital tools to ensure quality and consistency in AI-assisted workflows. These include: **QA (Quality Assurance) checkers**, e.g., automatic detection of inconsistent terminology, mismatched numbers, such as dates or quantities, missing tags, or formatting errors; **terminology management systems**, e.g., enforcing the consistent use of approved terms, such as *end user* vs. *final user* across large projects; **corpus and concordance tools**, e.g., verifying collocations or preferred usage patterns in authentic target-language corpora; **spellcheckers and grammar checkers integrated into CAT tools**, e.g., identifying agreement errors, incorrect prepositions, or punctuation issues within segmented texts; and **AI-based style and clarity suggestions**, e.g., flagging overly complex sentence structures, passive constructions, or stylistic inconsistencies while requiring human judgement to assess their appropriateness. However, effective proofreading depends not on tool availability but on the translator's ability to critically interpret tool output, distinguish genuine errors from acceptable variation, and override automated suggestions when necessary.

Quality assessment in AI-assisted proofreading is governed by expanded criteria. In addition to traditional linguistic norms, professional proofreaders must evaluate: semantic fidelity versus machine-induced simplification; pragmatic intent and illocutionary force; coherence across automatically segmented units; risk of meaning drift caused by MT (Machine Translation) generalization; compliance with ethical and confidentiality standards. As a result, proofreading practice increasingly aligns with editorial judgement and cognitive control, rather than mechanical error correction.

Within modern translator competence, proofreading is conceptualized as a multi-layered evaluative activity that extends well beyond surface-level error detection. It includes the assessment of linguistic accuracy (grammar, lexis, syntax), semantic completeness,

stylistic consistency and register appropriateness, pragmatic alignment with communicative goals, and overall discourse coherence. Contemporary proofreading also integrates technological proficiency, cognitive vigilance, and ethical responsibility as integral elements of professional practice.

In AI-assisted environments, proofreading serves as a critical filter between automated output and professional quality standards. The proofreader is responsible for validating machine-generated content and identifying subtle semantic shifts, pragmatic distortions, hallucinations, or culturally inappropriate formulations. In this capacity, the translator ensures communicative reliability by balancing automated efficiency with informed human judgement and professional accountability.

2.4. Rewriting and restyling as forms of textual transformation in digital communication. In digitally mediated communication, rewriting and restyling are distinct yet closely related forms of textual transformation that extend the translator's role beyond direct interlingual transfer. Unlike traditional translation, which prioritizes semantic equivalence across languages, these practices involve intralingual and intersemiotic adaptation aimed at optimizing texts for new communicative purposes, platforms, and audiences. They therefore occupy a hybrid space between translation, editing, localization, and content creation, reflecting a broader shift from equivalence-based models toward purpose-driven, audience-oriented communication in digital environments. At the same time, rewriting and restyling remain anchored in an existing source text. Their primary function is not to generate entirely new content but to reconfigure, reframe, or stylistically adjust pre-existing material so that it functions effectively under new communicative conditions.

Rewriting refers to the substantial reformulation of a text in order to adapt its structure, content emphasis, or communicative strategy to a new purpose, audience, or platform. It may involve reorganizing information, clarifying implicit meanings, modifying argumentative logic, simplifying or expanding content, or adjusting tone and persuasive orientation. For example, a translated analytical paragraph explaining economic policy may be rewritten as a concise web article that foregrounds key outcomes and removes technical detail, or as a blog post that highlights practical implications for a general audience. In digital contexts, rewriting often occurs when a translated text must be adapted for websites, blogs, social media posts, newsletters, or multimedia formats, such as transforming a detailed report into a short explanatory video script or a series of bullet-point updates, where functional effectiveness takes precedence over structural fidelity to the source text.

Restyling, by contrast, concentrates on modifying the stylistic and tonal features of a text while preserving its

core informational content. It entails adjusting register, degree of formality, emotional intensity, lexical selection, and rhetorical devices to ensure alignment with brand voice, platform conventions, and target audience expectations. For example, an analytical report stating *The implementation of the policy resulted in measurable improvements in efficiency* may be restyled as a concise and engaging social media post such as *The new policy is already making processes faster and more efficient*. Similarly, a formal institutional announcement may be restyled into a customer-oriented website message or an email campaign by simplifying syntax, introducing a more direct address, and adopting a warmer, more persuasive tone, while leaving the underlying facts unchanged.

From a *cognitive perspective*, rewriting and restyling involve complex processes of reconceptualization and evaluative processing rather than linear reformulation. Translators must disengage from strict source-text dependency and reprocess content at the level of communicative intention, relevance, and anticipated audience impact, activating higher-order cognitive operations, such as abstraction, prioritization, salience selection, and conceptual re-framing while maintaining semantic accountability and coherence. In digital environments – where texts are short, fragmented, and often multimodal – these processes require rapid decision-making under constraints of visibility, attention economy, and algorithmic filtering. Restyling, in turn, entails heightened metalinguistic and stylistic awareness, as translators must continuously evaluate tone, register, and stylistic coherence while adapting texts to platform-specific conventions, e.g., transforming formal institutional discourse into accessible social media communication. This process increases cognitive load and requires flexible switching between analytical and creative modes of processing, as translators simultaneously monitor linguistic accuracy, stylistic effect, and communicative appropriateness.

From a *functional perspective*, rewriting and restyling are driven by communicative purpose rather than source-text fidelity. In digital contexts, the same informational content may need to be rewritten to inform, persuade, engage, brand, or optimize search visibility. Translators therefore operate as functional text designers, adjusting structure, emphasis, and sequencing to meet platform-dependent goals. For example, an analytical paragraph stating *The new regulation introduces stricter environmental standards that are expected to reduce emissions by 20% over five years* may be restyled into a concise headline or lead for a news platform such as *New Regulation Aims to Cut Emissions by 20%*, reformulated as a promotional website snippet like *Cleaner air ahead: new standards promise a 20% emissions reduction*, or simplified into an explanatory social media post, such as *New rules = cleaner air. Emissions could drop by 20% in five years*. This functional reorientation reflects a shift from

equivalence-based translation to purpose-oriented transformation, aligning with user-centered models of communication.

From a *pragmatic perspective*, rewriting and restyling require heightened sensitivity to contextual appropriateness, audience expectations, and platform conventions. Digital platforms impose implicit pragmatic rules related to length, tone, immediacy, interactivity, and visibility, which directly shape textual choices. Such pragmatic adjustments are crucial in platform-oriented communication, as misalignment between text style and platform norms can significantly reduce communicative effectiveness, regardless of linguistic accuracy. Translators must anticipate how texts will be interpreted, shared, or algorithmically ranked, and adjust pragmatic cues accordingly. Restyling often involves modifying degrees of explicitness or implicature, for example, transforming an implicit evaluative statement, such as *The policy may lead to significant changes* into a more explicit formulation like *The policy will directly affect businesses and consumers* for a general audience. It also includes adjusting evaluative language and stance, such as restyling a neutral formulation *The product demonstrates improved performance* into a more positive and engaging version *The product delivers faster and more reliable performance*. Interpersonal markers are frequently adapted through direct address or calls to action, for example by changing *Users can access the service online* to *Visit our website to access the service now*. In addition, culturally embedded references may be modified or replaced to ensure accessibility, such as substituting a culture-specific metaphor or idiom with a more universally recognizable expression in international digital communication. These pragmatic adjustments are crucial in platform-oriented communication, where misalignment between text style and platform norms can reduce communicative effectiveness, regardless of linguistic accuracy.

The analysis shows that rewriting and restyling are not auxiliary skills but core digital transformation practices in digital translation process. They integrate cognitive flexibility, functional awareness, and pragmatic judgement, positioning translators as adaptive language professionals capable of reshaping texts across communicative environments. Consequently, modern translator competence is significantly shaped by rewriting and restyling, regarded as key elements of digital transformation practices across media, marketing, localization, and digital communication domains.

2.5. Copywriting as a creative practice in digital media text production. In the context of digital transformation, copywriting has emerged as a key digitally mediated content creation practice that increasingly intersects with translation, localization, and transcreation. It is characterized by a high degree of creative independence and is primarily goal-driven

rather than source-text driven. The starting point of copywriting is a clearly defined communicative objective, such as selling, attracting attention, persuading, branding, or prompting action, rather than an existing text that must be adapted. While copywriting may draw on source materials, briefs, or background information, it enables the creation of entirely new textual content, including slogans, headlines, calls to action, and brand narratives, with meaning constructed prospectively and oriented toward emotional appeal, rhetorical impact, and anticipated user behaviour.

Unlike traditional translation, which prioritizes semantic transfer and equivalence, copywriting is fundamentally oriented toward persuasion, engagement, and audience response. In digital media environments, translators therefore increasingly move beyond linguistic mediation to assume the role of content creators who design texts for specific platforms, markets, and communicative goals. At the intersection of translation and copywriting, professional activity shifts from reproducing meaning to reconstructing communicative intent, particularly in promotional and branded content. Here, source messages are strategically reshaped through modifications of tone, structure, and rhetorical strategies to align with audience expectations, cultural norms, consumer behaviour, and market conventions – processes closely associated with localization and transcreation, where creative reformulation replaces strict fidelity to the source text.

From a *cognitive perspective*, copywriting relies on creative divergence rather than convergent, equivalence-based processing. It activates generative cognitive mechanisms, such as idea creation, metaphorical thinking, and persuasive framing. Translators engaged in copywriting must abstract from the source text to identify its persuasive core and generate new formulations capable of eliciting comparable emotional or pragmatic effects in the target culture. For example, a neutral source message, such as *The software improves workflow efficiency* may be transformed into a persuasive copy like *Work smarter, not harder – streamline your workflow in minutes*. Similarly, a factual product description *This device has extended battery life* may be reformulated as *Power that lasts all day, wherever you go*, emphasizing emotional appeal rather than informational completeness. This process requires heightened creativity, strategic lexical selection, and sensitivity to evaluative language, branding logic, and audience psychology. Metaphorical framing is frequently employed, as in transforming *high-speed connectivity* into *lightning-fast connections at your fingertips*, while calls to action, such as *Discover more*, *Join today*, or *Upgrade now* are introduced to guide user behaviour. As a result, cognitive effort is redirected from accuracy verification toward idea generation, audience impact assessment, and overall communicative effectiveness.

From a **functional perspective**, copywriting in digital media is closely tied to platform-oriented communication and is primarily aimed at communicative influence. Texts must comply with constraints related to length, visibility, SEO (search engine optimization), and user engagement. For example, a website landing page may require an SEO-optimized headline such as *Affordable Cloud Solutions for Small Businesses* instead of a literal rendering of a company description. On social media platforms, content must be concise and attention-grabbing, transforming a neutral statement like *Our company offers online language courses* into a more engaging formulation, such as *Ready to boost your language skills? Start learning online today!* In digital advertising, character limits and immediacy are critical, leading to short, action-oriented phrases like *Shop now, Limited offer, or Upgrade instantly*. Similarly, email campaigns may require subject lines designed to increase open rates, such as *Don't miss your exclusive discount*, while digital banners prioritize high-impact microcopy like *Fast. Secure. Reliable*. In each case, effectiveness depends on clarity, immediacy, emotional resonance, and persuasive force rather than on textual completeness or strict adherence to the source structure. This functional shift reinforces the translator's role as a designer of communicative outcomes rather than a reproducer of linguistic form, positioning copywriting as a strategic activity within digitally mediated ecosystems.

From a **pragmatic perspective**, the convergence of copywriting and translation requires acute awareness of cultural connotations, consumer expectations, and ethical considerations. Copywriters must balance creative freedom with accuracy, persuasive intent with professional responsibility, and localization with brand consistency. For example, a slogan that relies on humour or wordplay in the source culture may need to be reformulated or replaced entirely if it carries unintended connotations or offensive undertones in the target culture. Similarly, a highly persuasive call to action, such as *Guaranteed results in days* may be acceptable in one market but ethically or legally problematic in another, requiring mitigation or reformulation to comply with local advertising standards.

In AI-assisted environments, this role further involves the critical evaluation of machine-generated suggestions, which may appear fluent but prove culturally inappropriate, ethically questionable, or strategically ineffective. For example, an AI system may propose emotionally charged formulations like *The ultimate solution you can't live without*, which could conflict with brand positioning focused on reliability and professionalism, or generate culturally insensitive metaphors that undermine audience trust. Copywriters must therefore exercise pragmatic judgement to ensure that creative output aligns with cultural norms, legal constraints, and strategic communication goals across digital platforms.

Overall, copywriting demands a hybrid translator competence that integrates linguistic expertise, creative writing skills, intercultural awareness, and digital literacy. Its growing prominence underscores the need to reconceptualize translators' competence to include creative text production as a core professional capability in digital media and localization contexts.

2.6. Posting and digital text dissemination as a content-distribution practice in digital communication. In digitally mediated communication, posting and digital text dissemination have emerged as a distinct practice that extends translators' professional responsibilities beyond text production to include the strategic placement, adaptation, and circulation of translated content. Unlike traditional translation workflows, where delivery marks the end of the process, digital environments require translators to consider how, where, and to whom a text will be published, shared, and consumed. The primary aim of posting / dissemination is to ensure the communicative effectiveness of translated content by maximizing accessibility, clarity, and relevance while preserving core meaning and intent. A central objective is audience engagement, achieved through appropriate tone, direct address, and interaction prompts that encourage reading, sharing, or action, with success measured by user response rather than linguistic accuracy alone. Posting / dissemination also fulfills a functional adaptation role, enabling translated texts to perform informative, promotional, persuasive, or institutional functions within specific platforms, thereby reflecting a shift from equivalence-based translation to outcome-oriented communication.

A defining feature of posting / dissemination is its **platform dependency**, as digital texts must comply with platform-specific conventions governing length, structure, tone, formatting, and visibility. Websites, social media platforms, newsletters, and digital campaigns each impose distinct technical and dissemination communicative constraints that directly influence translation and adaptation decisions. Such demands require translators to reshape content in accordance with character limits, headline-body hierarchies, hashtag and hyperlink conventions, and interaction prompts, such as calls to action. For example, a translated analytical paragraph intended for a policy report may be reconfigured as a concise headline and lead paragraph for a news website, emphasizing immediacy and informational value. The same content may then be further adapted into a short social media post limited to a specific character count, supplemented with hashtags, e.g., *#policyupdate*, *#digitaltransformation* and a call to action, such as *Read more or Join the discussion*. In professional networking environments, the message may be reorganized into bullet points highlighting key takeaways, while promotional platforms may require a more persuasive tone combined with visual captions.

Effective digital dissemination thus depends on the translator's ability to internalize platform-specific "grammars" and to modulate register, tone, and information density accordingly. Rather than merely transferring content across languages, translators engaged in posting must strategically design texts to ensure visibility, accessibility, and communicative impact within diverse digital ecosystems.

Another defining feature of posting / dissemination is its strong **audience orientation**, requiring translators to identify specific user groups and adapt texts to their expectations, cultural backgrounds, and reading behaviours. This entails adjusting register, evaluative language, and levels of explicitness, as well as incorporating appropriate interpersonal markers, such as direct address or engagement prompts. Sensitivity to immediacy, interactivity, and platform-specific engagement patterns is essential, as digital audiences typically process information quickly and selectively.

Posting / dissemination practice therefore integrates translation with principles of audience design, where linguistic and stylistic decisions are guided by anticipated reception and user response rather than by the structural logic of the source text alone. In this capacity, translators act as mediators between content and users, ensuring that translated messages remain accessible, culturally resonant, and persuasive within specific digital communities.

Posting / dissemination is also characterized by **multimodality**, as digital texts function within semiotic environments that integrate verbal content with images, video, audio, layout, and interactive elements. Communicative effectiveness therefore depends on cross-modal coherence rather than linguistic accuracy alone. Posting competence requires translators to adapt translations to these multimodal frameworks by aligning verbal meaning with visual and auditory components, including captions, subtitles, image-text relations, interface labels, and audiovisual timing. For example, a translated promotional slogan must correspond to the visual message conveyed in an accompanying image; subtitles must match both speech rhythm and on-screen action; and website microcopy must align with interface design and user navigation logic. This requires sensitivity to semiotic interaction and an understanding of how meaning is distributed, reinforced, or reshaped across modalities within digital communication environments.

Finally, posting / dissemination involves **strategic visibility management**, as digital texts are subject to algorithmic ranking, SEO (Search Engine Optimization), and platform-specific sharing mechanisms. Translators must therefore consider how lexical choices, keyword integration, metadata, and formatting influence discoverability, indexing, and circulation within digital ecosystems. For example, selecting searchable phrases, such as *online language courses* instead of a more general term like *language training* may improve

search engine visibility, while the inclusion of relevant hashtags, e.g., *#DigitalMarketing*, *#Sustainability* can enhance reach on social media platforms. Similarly, structuring content with clear headings, bullet points, and scannable sentences increases readability and algorithmic prioritization. In this context, translators contribute not only to linguistic accuracy but also to the strategic positioning and visibility of content in competitive digital environments.

The analysis demonstrates that posting and digital text dissemination require a strategic extension of translator competence, integrating linguistic expertise with digital literacy, pragmatic awareness, and media competence. Translators engaged in digital dissemination act not only as text producers but also as content strategists who shape visibility, accessibility, and communicative impact.

2.7. Naming strategies in multilingual digital environments. In the context of digital transformation, naming strategies have become an important professional branding / onomastic practice at the intersection of translation, branding, marketing, and strategic communication. Naming now extends beyond the linguistic transfer of names or titles to a strategic decision-making process that shapes perception, identity, and market positioning in multilingual and multicultural digital environments.

From a theoretical perspective, naming is understood as a **pragmatic** and **semiotic act** that encodes cultural values, evaluative meanings, and communicative intent. In translation studies, naming strategies are closely associated with concepts of equivalence, adaptation, localization, and transcreation, as names often perform symbolic, persuasive, and identity-forming functions that extend beyond denotative meaning. Cognitive and cultural approaches emphasize that names activate mental frames and associative networks, influencing audience expectations, emotional responses, and brand perception. Within digital discourse, naming is increasingly conceptualized as a functional, audience-oriented process, where memorability, resonance, and visibility take precedence over formal linguistic correspondence.

A defining feature of contemporary naming strategies is their **purpose-driven** and **brand-oriented nature**. Names function as condensed communicative units designed to evoke specific associations, emotions, and values, simultaneously operating as brand identifiers, visual markers, and search queries. For example, a fintech startup might choose a name like *FlowPay* to suggest speed and financial fluidity, while a wellness app branded as *CalmNest* conveys safety, comfort, and emotional balance. Similarly, an eco-focused delivery service named *GreenSprint* combines sustainability with efficiency, and a digital learning platform titled *SkillForge* evokes growth, craftsmanship, and professional empowerment.

Consequently, translators involved in naming tasks must account not only for semantic meaning but also

for phonetic appeal, graphic form, rhythm, and digital usability. A name such as *SnapGo* relies on brevity and rhythmic impact, while *Lumina* appeals through soft phonetics and positive light-related associations. Effective names must be distinctive, easy to pronounce and recall, and adaptable across platforms, languages, and media formats. For example, a globally oriented brand like *ByteWave* must function well as a website domain, social media handle, app title, and hashtag, without phonetic distortion or negative connotations in different linguistic markets.

Another key characteristic of effective naming strategies is **cross-cultural adaptability**, which requires heightened sensitivity to cultural connotations, taboo associations, phonological constraints, and pragmatic norms of target audiences. A name that is neutral or persuasive in one linguistic community may evoke unintended, ambiguous, or even negative associations in another. For example, a product name that sounds dynamic and modern in English may resemble an undesirable word or carry comic or offensive undertones in another language. Similarly, certain colour- or animal-based metaphors embedded in names may signal prestige in one culture but imply aggression, misfortune, or triviality in another.

Translators therefore engage in evaluative comparison and cultural testing, assessing how names are perceived across linguistic and cultural markets. This may involve transliteration to preserve phonetic identity, e.g., adapting a brand name to a different script, semantic substitution to maintain positive connotations, hybrid naming that combines global and local elements, or complete renaming when cultural incompatibility cannot be resolved. For example, a technology brand may retain its original name for global recognition while introducing a localized version that aligns with cultural expectations in a specific market.

Such decision-making processes underscore the translator's role as a cultural mediator and strategic evaluator, rather than a mere linguistic transmitter. By balancing brand consistency with cultural appropriateness, translators ensure that names remain communicatively effective, culturally acceptable, and strategically aligned with the intended identity and values of the product or service in diverse digital environments.

In digitally mediated environments, naming is further shaped by **technological and algorithmic constraints**. Names must be compatible with SEO (Search Engine Optimization), domain availability, hashtag functionality, and platform-specific indexing systems. Short, searchable, and unambiguous names tend to perform more effectively in competitive digital ecosystems, where visibility and discoverability are critical to communicative success. For example, a service named *Urban Mobility Solutions* may be linguistically accurate but less effective digitally than a concise alternative such as *#MoveUp*, which is easier to search and recall.

Translators involved in naming tasks must therefore balance linguistic elegance with keyword efficiency, ensuring that names are both culturally meaningful and digitally retrievable. A creatively expressive name like *Aurora* may carry positive symbolic value but face challenges due to high search competition, whereas a compound form, such as *AuroraTech* or *AuroraPay* enhances specificity and algorithmic visibility. Similarly, names that function well as domain names and social media handles *EcoPulse*, *DataNest* offer strategic advantages in digital branding. In this context, translators contribute not only cultural and linguistic expertise but also an understanding of how names operate within algorithm-driven systems that govern online presence and reach.

From a **cognitive** and **pragmatic standpoint**, naming involves anticipatory processing and audience design, as translators must predict how potential users will interpret, pronounce, remember, and emotionally respond to a name. This requires modelling audience cognition, including expectations, associative patterns, and affective reactions, while simultaneously accounting for branding logic, market positioning, and user psychology. For example, a transparent, descriptive name, such as *QuickClean* immediately signals function and ease of use, supporting rapid comprehension and recall, whereas a more abstract name like *Zyra* relies on emotional resonance, visual identity, and repeated exposure to acquire meaning over time.

Naming decisions frequently involve strategic trade-offs. Translators may choose between transparency and abstraction, e.g., *OnlineTutor* vs. *Eduvia*, descriptiveness and suggestiveness, e.g., *HealthyBites* vs. *Freshly*, or global consistency and local adaptation, e.g., retaining a global brand name versus introducing a culturally adapted variant for a regional market. Each option activates different cognitive processes: transparent names reduce processing effort but may lack distinctiveness, while abstract names demand higher cognitive engagement yet offer stronger branding potential.

These choices underscore the complexity of naming as a decision-making task, where linguistic form, cultural meaning, emotional impact, memorability, and strategic intent must be balanced. Translators engaged in naming therefore operate not only as language specialists but also as cognitive designers of meaning, shaping how names are perceived, processed, and embedded in users' mental and cultural frameworks across digital environments.

Finally, naming strategies raise significant **ethical** and **legal considerations**, including risks of cultural appropriation, misrepresentation, lack of inclusivity, and potential trademark conflicts. A name that draws on culturally specific symbols, historical references, or indigenous terminology may unintentionally exploit or distort cultural meaning if used without contextual sensitivity or community awareness. For example, employing sacred or culturally loaded terms for

commercial branding can provoke negative reactions and damage brand credibility in target communities.

Legal constraints further shape naming decisions, as names must comply with trademark regulations and intellectual property law. A linguistically attractive name may already be registered in a target market, forcing translators and branding teams to revise or abandon otherwise effective solutions. For example, a globally consistent product name may be legally viable in one region but prohibited in another due to existing trademarks, requiring localized alternatives.

In AI-assisted environments, translators must also critically assess machine-generated naming suggestions. While AI systems may propose fluent, innovative, or phonetically appealing names, they often lack awareness of cultural nuance, ethical sensitivity, or legal implications. An automatically generated name may unintentionally replicate existing brand names, reinforce stereotypes, or produce culturally inappropriate associations. Consequently, professional responsibility extends beyond linguistic correctness to include ethical judgement, cultural accountability, and strategic foresight.

Thus, translators involved in naming act as guardians of communicative integrity, ensuring that names are not only effective and visible but also ethically sound, legally viable, and culturally respectful. This expanded responsibility highlights the long-term reputational and communicative consequences of naming decisions in digitally mediated, global environments.

Overall, naming strategies exemplify the transformation of the translator's role from a linguistic mediator into a strategic communication specialist. Requiring a hybrid translator competence, which integrates linguistic expertise, cultural knowledge, branding awareness, and strategic thinking, naming positions translators in digital and multilingual contexts as active advisors and co-creators who shape meaning, identity, and visibility rather than merely implementing predefined choices.

2.8. Key translator competencies in digitally mediated ecosystems. The digital transformation practices, such as proofreading, rewriting / restyling, copywriting, digital posting / dissemination, and naming, have created a technology-mediated professional ecosystem in which translators function as hybrid language specialists whose effectiveness depends on their integrated translator competence, which incorporates linguistic, cognitive, technological, creative, pragmatic, and ethical competence domains to ensure quality, reliability, and professional sustainability of translation process.

1. Linguistic and intercultural competence. Linguistic competence remains the foundational component of professional translation and includes advanced proficiency in source and target languages, stylistic sensitivity, terminological accuracy, and discourse-level awareness. In digitally mediated

contexts, this competence expands to managing fragmented, multimodal, and platform-specific texts, as well as adapting meaning across cultural and communicative frameworks.

Intercultural competence enables translators to anticipate audience reception, avoid pragmatic misalignment, and ensure communicative effectiveness in multilingual digital environments, particularly in localization, naming, and media-oriented translation.

2. Cognitive competence. Digital translation workflows impose heightened cognitive demands related to multitasking, attention control, rapid decision-making, and sustained evaluative effort. Cognitive competence includes the ability to regulate cognitive load, maintain focus in AI-assisted environments, and resist automation bias. It also involves advanced evaluative and metacognitive skills required for proofreading, post-editing, quality assessment, and strategic omission, as well as cognitive resilience in repetitive, high-pressure, or algorithm-driven workflows.

3. Technological competence. Translators must demonstrate proficiency in CAT (Computer-Assisted Translation) tools, translation memories, terminology management systems, QA (Quality Assessment) tools, and MT (Machine Translation) post-editing environments. Beyond operational skills, this competence includes the ability to critically evaluate AI-generated output, understand the limitations and risks of automated systems, and adapt to rapidly evolving digital platforms. Technological competence underpins effective proofreading, posting, and visibility management in digital contexts.

4. Creative and adaptive competence. As professional roles expand, translators increasingly engage in rewriting, restyling, copywriting, naming, and content localization. Creative competence enables translators to move beyond equivalence-based transfer toward purpose-oriented text production. This includes the ability to reshape texts according to communicative goals, platform conventions, branding strategies, and audience expectations. Adaptive competence involves flexibility in switching between analytical and creative modes of processing and supports strategies, such as predictive processing, functional restructuring, and stylistic modulation in digital communication.

5. Pragmatic and media competence. Pragmatic competence involves sensitivity to context, platform conventions, audience design, and communicative intent. In digital environments, translators must understand how texts function within platform-specific grammars, engagement patterns, and multimodal frameworks. This competence is central to posting and digital text dissemination, where translators act as content strategists responsible for visibility and communicative impact rather than text delivery alone.

6. Ethical and professional competence. Ethical competence is essential in digitally mediated ecosystems characterized by data-driven tools, automated

workflows, and global circulation. Translators must address issues of confidentiality, data security, intellectual property, inclusivity, and responsible AI use. Ethical awareness also includes accountability for translation and naming decisions, balancing efficiency with quality, and anticipating long-term cultural, legal, and reputational consequences.

These competencies do not function independently but operate as an integrated and interdependent system. Linguistic expertise underpins creative production and naming decisions; cognitive control enables effective technological interaction, proofreading, and post-editing; ethical judgement guides the responsible use of AI tools; and pragmatic awareness shapes posting, dissemination, and audience-oriented communication strategies. Effective translators in digital ecosystems are therefore those who can dynamically coordinate these competence domains in response to evolving communicative demands, technological developments, and market conditions.

The analysis demonstrates that proofreading, rewriting, restyling, copywriting, posting, and naming should no longer be treated as peripheral or auxiliary skills but recognized as core digital transformation practices in contemporary digital translation workflows. This shift necessitates a reconceptualization of translator competence to reflect the realities of AI-assisted, platform-driven, and audience-centered communication. Accordingly, translator training programs should adopt interdisciplinary competence models that integrate language mastery with cognitive training, digital literacy, creative text production, media awareness, and ethical education. Such an integrated framework is essential for preparing translators to operate effectively, responsibly, and sustainably within digitally mediated professional environments.

3. CONCLUSION

This article has examined the impact of digital transformation practices on contemporary translation process, demonstrating that translators now operate within a complex, technology-mediated ecosystem that fundamentally reshapes professional strategies, competencies, and roles. The analysis confirms that translation in digital environments can no longer be conceptualized as a linear process of interlingual transfer but must be understood as a multidimensional communicative activity integrating linguistic, cognitive, technological, creative, pragmatic, and ethical dimensions.

A comparative analysis of key digital transformation practices – proofreading, rewriting and restyling, copywriting, posting / dissemination, and naming – reveals both their distinct functional aims and their shared orientation toward audience-centered, purpose-driven communication. While each practice addresses specific communicative tasks, they collectively reflect a shift from equivalence-based models in translation

toward functional, strategic, and outcome-oriented text production.

A comparative examination of proofreading, rewriting and restyling, copywriting, posting / dissemination, and naming reveals both clear functional distinctions and a shared orientation toward purpose-driven communication in digitally mediated translation ecosystems.

Proofreading as a linguistic / editorial practice differs fundamentally from other practices in that its primary aim is communicative reliability and quality assurance rather than transformation or content creation. It remains the most evaluative and risk-mitigating translator activity, characterized by a high degree of control, verification, and ethical responsibility. Unlike rewriting, copywriting, or naming, proofreading maintains strong dependence on an existing text, yet in AI-assisted workflows it extends beyond surface correction to include semantic, pragmatic, and technological validation. Its implications are closely tied to translator accountability and the safeguarding of professional standards in post-editing environments.

In contrast, rewriting and restyling are textual adaptation / content optimization practices whose aim is functional optimization rather than verification. Compared to proofreading, they involve greater cognitive flexibility and reduced source-text dependency, as translators actively restructure content to meet new communicative purposes, platforms, or audiences. Unlike copywriting, however, rewriting and restyling still retain a conceptual link to an existing text, operating primarily at the level of intralingual and intersemiotic adaptation. Their professional implication lies in repositioning translators as functional text designers within media, localization, and content adaptation domains.

Copywriting as content-creation practice represents the highest degree of creative autonomy among the practices examined. Its primary aim – persuasion, engagement, and behavioural impact – distinguishes it sharply from proofreading and rewriting, as it is goal-driven rather than source-driven. While rewriting adapts existing content, copywriting often generates new textual material based on communicative intent, branding objectives, and audience psychology. This activity shifts translators' professional identity toward creative content production, highlighting the growing convergence between translation, marketing, localization, and transcreation, and underscoring the need for creative and rhetorical training.

Posting and digital text dissemination as digital communication / content distribution activities differ from all other practices in that they extend professional activity beyond text production to include strategic visibility management, platform adaptation, and control over the circulation and reception of translated content. While proofreading, rewriting, and copywriting focus on textual content, posting is defined by platform

dependency, multimodality, and algorithmic awareness. Its primary aim is not only meaning transmission but also accessibility, engagement, and reach. Compared to copywriting, which designs persuasive messages, posting governs how and where those messages function within digital ecosystems. The implication is a shift toward the translator as a content strategist responsible for audience targeting, platform adaptation, and communicative impact.

Finally, naming as branding / onomastic practice occupies a hybrid position between creativity and strategic control. Like copywriting, naming is purpose-driven and audience-oriented, but unlike copywriting it condenses communicative intent into minimal linguistic forms with long-term branding and legal consequences. Naming requires cross-cultural evaluation, technological awareness, and ethical judgement, positioning translators as co-creators and advisors rather than implementers. Compared to posting, which manages dissemination, naming shapes identity and perception at the entry point of communication.

Taken together, these digital transformation practices form a continuum rather than isolated practices: from control-oriented evaluation (proofreading), through adaptive transformation (rewriting and restyling), to creative generation (copywriting and naming), and

finally to strategic circulation and visibility management (posting).

Their comparison demonstrates that contemporary digitally mediated translation practice is no longer organized around a single dominant strategy but around the dynamic coordination of multiple professional roles, reflecting the transformation of translators into integrated communication specialists in digital environments.

The findings have important implications for translator competence. Proofreading, rewriting, restyling, copywriting, posting, and naming should be recognized not as peripheral or optional translators' skills but as core digital transformation practices in digitally mediated translation process. Accordingly, translator must adopt interdisciplinary competence that integrates language mastery with cognitive training, digital literacy, creative text production, media awareness, and ethical education.

Digital transformation redefines the translator as a strategic communication professional, capable of shaping meaning, visibility, and impact across platforms, cultures, and technologies. Aligning translator competence with these realities is essential for ensuring the relevance, sustainability, and professional integrity of translation in contemporary digital ecosystems.

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КОМПЕТЕННІСТЬ ПЕРЕКЛАДАЧА У КОНТЕКСТІ ЦИФРОВОЇ ТРАНСФОРМАЦІЇ

У статті досліджено вплив практик цифрової трансформації, зумовлених стрімкою інтеграцією штучного інтелекту, машинного перекладу та платформної комунікації, на компетентність перекладача, що супроводжується розширенням професійної ролі за межі традиційного міжмовного перекладу. У зв'язку з тим, що перекладачі дедалі активніше залучаються до креативного та стратегічного виробництва цифрових текстів, наявна компетентність перекладача продовжує маргіналізувати ці практики, що поглиблює розрив між теоретичними підходами та реальними професійними вимогами. У дослідженні проаналізовано, як цифрова трансформація переосмислює компетентність перекладача, акцентуючи на інтеграції технологічних, когнітивних і креативних умінь у перекладацьку практику та систему підготовки фахівців. Методологічну основу становить якісний аналітичний підхід, що поєднує теоретичний огляд сучасних досліджень із порівняльним аналізом. У статті доведено, що коректура, рерайтинг / рестайлінг, копірайтинг, цифровий постинг / дисемінація текстів і неймінг становлять окремі, проте взаємопов'язані професійні домени, які слід розглядати як базові практики цифрової трансформації, а не допоміжну діяльність. Показано, що кожна практика має власні цілі, визначальні характеристики та практичні наслідки для сучасної перекладацької діяльності. Аналіз засвідчує чіткий перехід від моделей перекладу, заснованих на еквівалентності та текстоцентричності, до цілеспрямованої, аудиторно-орієнтованої та технологічно опосередкованої комунікації. Зроблено висновок, що практики цифрової трансформації докорінно змінюють компетентність перекладача, яка інтегрує лінгвістичний, когнітивний, технологічний, креативний, прагматичний та етичний виміри, і позиціонують перекладача як гібридного фахівця з мови та комунікації.

Ключові слова: *копірайтинг, коректура, неймінгові стратегії, перекладознавство, практики цифрової трансформації, рерайтинг / рестайлінг, цифровий постинг / дисемінація.*

Конфлікт інтересів: автори засвідчують, що, незважаючи на те, що один із авторів статті є членом редакційної колегії цього журналу, процес рецензування, прийняття рішення щодо публікації та редагування проводилися незалежно, без його участі чи впливу. Будь-які потенційні конфлікти інтересів були повністю усунені шляхом зовнішнього контролю процесу.

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