**Formatting requirements for papers**

The abstract must be 2 full pages (*Word* file format, font – Times New Roman; font size – 10 pt; line spacing – 1.0; paragraph indent – 1.0 mm; margins: top and bottom – 15 mm, right and left – 20 mm). The materials should be formatted on A5-size pages (148×210 mm). Pages are not numbered.

File format: Microsoft Word (.doc/.docx).

Font: Times New Roman, size 10 pt.

Line spacing: 1.0.

Paragraph indent: 1.0 mm.

Margins: top and bottom – 15 mm; left and right – 20 mm.

Page size: A5 (148 × 210 mm).

Do not number pages.

**Page layout requirements**:

Top right corner – the author’s full name (bold, size 10).

*Next line* – the author’s title/position (bold, size 10).

*Next line* – full name of the educational institution where the author studies or works (bold, size 10).

In case there are two or more authors, skip one line and give information about other authors, according to the description above

Skip one line, then write the title of the abstract (uppercase, bold, size 10, centered).

Skip one line, then begin the text of the abstract*.*

Hyphenation of words is not allowed.

References must be cited in square brackets, e.g., [1, p. 46].

After the main text, skip one line, then write **References** (centered, bold).

*Next line* – a list of resources, formatted according to the examples below (font size – 10, alphabetical order).

***Sample of the abstract formatting***

**Helen Johnson,**

**PhD,**

**Cardiff University**

**James Williams,**

**Student,**

**Cardiff University**

**TRANSLATION STRATEGIES FOR MAINTAINING EXPRESSIVENESS**

**IN ADVERTISEMENTS**

Maintaining expressiveness in advertising translation is crucial for preserving the original impact and emotional appeal of the message. Expressiveness in ads is often conveyed through stylistic devices such as metaphors, wordplay, rhyme, alliteration, and emotionally charged language [4, p. 201]. When translating such texts, a literal approach often fails to capture the persuasive and aesthetic effects intended by the source. Instead, translators must apply creative strategies, including adaptation, transcreation, and compensation, to ensure that the translated advertisement evokes similar emotions and responses in the target audience as the original does.

Cultural context plays a vital role in how expressiveness is perceived, which makes cultural adaptation essential [1, p. 28]. For instance, idioms, humor, or references in one culture may not resonate or may even misfire in another. Successful advertisement translation requires not only linguistic accuracy but also sensitivity to the values, preferences, and norms of the target market. Therefore, translators must balance fidelity to the source message with the need to localize content effectively, ensuring that the translated version maintains its communicative power, emotional resonance, and persuasive intent.

**References**

1. Beal J. D. Equivalence in Translation across Genre Types. *Channels: Where Disciplines Meet*. 2020. Vol. 5. № 1. P. 17–43.

2. Bell R. T. Translation and Translating: Theory and Practice. Longman, 1991. 298 р.

3. Crystal D. Language Death and the Internet*.* August 5, 2011. URL : https://www.davidcrystal.com/blog/langdeath-internet.

4. Greenough J. B., Kittredge G. L. Words and Their Ways in English Speech. NY : Macmillan, 1961. 441 p