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TRANSLATION AS A TOOL FOR PRESERVING AND DISSEMINATING CULTURAL HERITAGE

Translation is the most widespread tool for communication between people, nations and their cultures in the world. It was born along with the development and formation of human civilisation and has been accompanying it all this time. In today's world, translation covers many needs and has an incredible number of functions that are essential for the free exchange of information on a global scale.

Throughout human history, translation has played an important role. At first, it was oral translation, and later, written translation appeared. People have translated to spread religious ideas, convey philosophical concepts, or oppose them. They also translated to adapt political systems, develop science and technology, and for many other purposes. In general, there are many reasons why mankind has been engaged in translation.

Many people don't even realise that they consume translated products every day, because, for example, the films we watch, the books we read, and even the instructions for medicines are all translated from other languages (2). It spiritually

integrates and consolidates humanity, creates a global community, making the individual achievements of nations in science, technology, culture, etc. a common heritage.

Translation performs several very important functions, such as communicative, cognitive and security. And the latter makes a tremendous contribution to any nation on the planet. The more a country translates, the more powerful the flow of its own information is created, and thus the native language expands and strengthens, making it multifunctional and manifesting itself in various fields.

So, let us look at how translation can influence the preservation and dissemination of cultural heritage.

The first thing that immediately comes to mind is stimulating interest in one's culture. After all, if, for example, a country has important historical texts, unique aspects of history, monuments, traditions or mentality, it is important to preserve valuable works and documents by translating them into other languages. This ensures the preservation of culture and traditions that may be lost due to time or historical circumstances.

Secondly, high-quality translation of national content preserves the authenticity of not only the written text, but also the context, mood and cultural flavour embedded in it, thus revealing its peculiarity and originality. It introduces the life of other countries, their way of life, customs, way of thinking, history, nature, etc. (Radchuk, 2006). It seems to transfer ideas and values from one language environment to another.

And the last argument in favour of translation is the dissemination of information from other countries and merging with their culture.

For example, if we look at the world's famous sights or places that require audio guided tours, translation will facilitate cultural exchange between different nations and mutual understanding and rapprochement between people from these cultures, countries or ethnic groups.

At the initiative of the First Lady of Ukraine, Olena Zelenska, Ukrainian audio guides have appeared in more than 32 countries, making it easier to delve into the heritage of another country and demonstrating the importance and demand for the Ukrainian language at the international level (3).

To sum up, thanks to the development of the Internet, social media, audio and video content, the dissemination of information about the national characteristics of countries has become much more widespread and popular. And that is why translation is becoming a powerful tool for preserving, protecting and disseminating cultural and ethnic heritage, helping people to get acquainted, discover and deepen their knowledge of different countries in the world, and building bridges of unity between cultures, peoples and eras.

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