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### **TO WRITE, OR NOT TO WRITE A TITLE IN CAPITAL LETTERS?**

Students taking the university training course AI Translation for Economists often pose this question: *When translating international conference materials from Ukrainian into English, is it necessary to reproduce the original formatting – for instance, to write the report title in capital letters?*

The answer is a straightforward **No**, unless specific rules explicitly require it. The students are provided with this practical guideline: Follow the Target Language's Conventions. This instruction stems from a recognized authority for translators and editors, such as the European Association of Science Editors (EASE).

The primary goal when translating any text – especially academic material – from Ukrainian (or any source language) into English is to produce a version that is immediately recognizable as natural, idiomatic, and fully compliant with the linguistic, stylistic, and cultural norms of the target language and the specific conventions of the target publication (in this case, English-language conference proceedings).

This means the translation must not be read like a translation. The reader should feel as if the conference materials were originally written in English by a native academic speaker familiar with the discourse of the field. The global audience – typically a global researcher, reviewer, or attendee – should encounter no friction from awkward phrasing, literal renderings, or cultural mismatches that signal foreign origin.

When translating conference papers from Ukrainian into English, formatting and visual/graphic elements are not mere afterthoughts – they are integral to the translation process and must be fully adapted to meet international publishing standards.

No trace of Ukrainian should remain in any visual element. Even a single Cyrillic character in a figure will trigger rejection.

The Chicago Manual of Style, a primary authority for academic publishing, recommends title case in its sections on capitalization and notes that «continuous text in capitals... should be avoided» [1, sections 8.157-8.167].

The reasoning against using all-caps is fundamentally based on readability, adherence to established style guides, and conformance with the typographic norms of the target language (English) in academic and professional publishing.

All-caps text is significantly harder and slower to read for elements like titles, headings, or captions. Studies in typography consistently demonstrate that mixed-case letters, which feature distinct ascenders and descenders (such as 'b', 'd', 'p', 'q', and 'y'), are essential for creating a recognizable «word shape». This shape allows the reader's eye to process words as single, familiar units, thereby facilitating rapid reading. In contrast, text rendered entirely in capital letters presents a uniform rectangular shape, which severely reduces visual differentiation and forces readers to parse each letter. This cognitive load is detrimental to sustained reading efficiency.

For English-language academic titles, the convention is overwhelmingly Title Case (or sometimes Sentence Case, depending on the journal style), not all-caps. Using Title Case ensures the material looks professional and ready for publication in a Western academic context.

Users of AI translation tools should not forget that:

AI often translates content, not format. While AI tools are getting better at formatting, they may default to a literal translation of the words and might not apply Title Case, especially if the source text uses all-caps.

Post-editing is essential. A human translator or post-editor needs to review the AI-generated output and make stylistic adjustments based on the target audience and venue. Changing the formatting from the source Ukrainian style (e.g., all-caps) to the accepted English convention (e.g., Title Case) is a classic example of post-editing required after machine translation.

Students should be taught that AI translation tools are inherently imperfect and necessitate advanced skills in both pre-editing and post-editing. By integrating hands-on exercises where students refine AI-generated translations for cultural nuance, idiomatic accuracy, and context-specific terminology, educators can foster critical evaluation skills essential for producing high-quality work.

The ultimate goal of a translation is **invisibility**: the resulting text should be indistinguishable from one originally written in the target language. This requires attention not just to vocabulary and grammar, but to **functional markers like** graphic elements: formatting, layout, and style conventions.

These markers are not decorative; they are signals of linguistic and professional competence. Neglecting them undermines even the most accurate translation. For instance, regarding titles, the answer to whether to use ALL CAPS is **definitely no**; titles should always be written in **Title Case** to meet established professional and aesthetic standards.

However, consistency matters. Within a single set of conference materials, the formatting (like Title Case or all-caps) must be consistent across all papers.

### **References**

1. The Chicago Manual of Style. 17th ed. Chicago : University of Chicago Press, 2017. 1146 p.