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PECULIARITIES OF POLITICAL SPEECHES TRANSLATION FROM ENGLISH INTO UKRAINIAN

Summary. The article is dedicated to the investigation of the ways of political speeches translation from English into Ukrainian.

In today's world, the importance of political communication is growing at a rapid pace. Living in the era of globalization and democracy, we are witnessing how the discussion of public issues is becoming more open and accessible to the society. This brings new challenges, as the resolution of key political issues often depends on how the public perceives and interprets the problem.

As the role of mass media has expanded and grown in the world, political influence and manipulation of public consciousness have increased. Political discourse is an expression of the whole complex of relations between a person and society and thus influences the recipients' picture of the world.

Nowadays, language is used not only as a tool for forming and expressing opinions. In the context of political struggle and negotiations in the world, scholars are aware of the fact that political discourse is a linguistic and cultural problem. They pay a lot of attention to the problem of persuasion and strategies that help to win the trust and faith of voters.

Translators of English political speeches often face challenges, as these texts often contain elements of journalistic, scientific, and sometimes even fictional styles. Therefore, it is important for a translator to define the most accurate concept of a political speech and find an appropriate translation method that will remain relevant even over time, taking into account the development of the language. It is necessary to find a translation method that not only accurately conveys the meaning but also meets the standards of translation practice.

In the process of translating political speeches, there are inevitably some difficulties in accurately reflecting the meaning of the original, due to differences between languages, as well as cultural and contextual differences. To effectively reduce losses and ensure the adequacy of the translation, translators use various transformations. They may include adaptation, modifying, or reinterpreting the original text to meet the peculiarities of the target audience. Experienced translators, using their professional skills and intuition, are able to generate a text in the target language that reflects the essence of the original, not limited to a literal translation. The main goal in translating political texts is to achieve functional equivalence, i.e. to create a text in the target language that performs the same functions as the original text. The translator's task is to ensure that the text in the target language is as accurate and emotionally satisfying as the original, not only in terms of content but also in terms of its impact on the reader or listener.

Key words: politics, political speech, translation, political terms, translation transformations.

The statement of the problem. Politics has always been an integral part of human society. It is the driving force behind cardinal changes, both positive and negative. The spread of Internet communication, online technologies for information exchange, integration into the global economy, and the increasing influence of American and British politicians have led to an increased academic interest in the field of political discourse, its functional and linguistic features, the specificities of organization and delivery to the general public of political speeches. Political speeches and the oratorical skills of prominent political leaders contribute to their influence and authority in the world. They also serve as tools for achieving political communicative goals. Thus, the study of political speeches, their features, and peculiarities of translation into Ukrainian is relevant in teaching English as a foreign language not only to translation students but also to students of other specializations.

The study is predominantly based on the Boris Johnson's speeches – the former Prime Minister of the United Kingdom. He is one of the most charismatic and colorful political leaders of our time. His speeches, filled with special stylistic figures and rhetorical means, are the subject of growing interest among linguists, political scientists, and mass media. Studying the linguostylistic features of his rhetoric and the ways of its rendering is relevant due to the need for a deeper understanding of the mechanisms of language influence on political processes and the formation of public opinion in the context of globalization and information openness of society.

Analysis of the latest research. Increasingly, the peculiarities of political discourse are becoming the subject of in-depth analysis in both the scientific and journalistic spheres. The category of discourse itself attracts the attention of many scholars, especially in the context of political communication. In the academic context, it should be emphasized that today there is a significant amount of research on discourse in general and political discourse in particular. However, a unified point of view or a single definition of these concepts has not yet emerged. However, there are a number of scientific works that provide a detailed analysis and generalized approaches to political discourse, in particular, the works of such scholars as I. Butova, H. Vusyk, V. Dibrova, M. Didenko, L. Yefimov, D. Zhybak, O. Selivanov and others.

Modern linguists pay great attention to the analysis of lexical-semantic means based on the speeches of bright and extraordinary personalities, whose speaking abilities resonate with millions of people. Political speeches become the focus of scientific attention, as this area represents the main principles on which political communication

of society and culture is based. The main role in political and diplomatic speeches is played by language and the skill of its use. The most interesting for scientists is the oratorical style of speech.

The article aims to study and analyze the basic ways of translation of linguostylistic features of political speeches in the context of contemporary political rhetoric and their impact on the formation of a political image. Political discourse is not just speech constructions or text; it is an entire system of interaction between language, context, ideology, and culture at a specific time.

Main part. The intensification of political life, which is now being observed everywhere, entails a growing interest in the problems of political communication, which is confirmed, in particular, by numerous studies of political discourse. Public political speech, which typically takes the form of an official monologue, is delivered in front of a large and organized audience. Such a speech is characterized by having a clear plan, structural-compositional completeness, and a focus on influencing the listeners.

In the given study, political speech was examined as a genre of political discourse, and it was established that it can include various forms of performances at events such as congresses, rallies, conferences, press conferences, as well as diplomatic statements, parliamentary speeches, and presidential addresses to the nation or government. Unlike academic speech, political speech is aimed at a broad public and is intended not so much to convey knowledge but to exert a manipulative influence on the audience [1].

It was analyzed that the creation and design of public political speech are carried out by a qualified speechwriter, while the responsibility for its delivery rests with the politician. At the moment of delivering the speech, political statements are equated with political actions.

Analyzing political speeches, it was found out that the aspect of accessibility is important since the linguistic product is aimed at the mass recipient and should be understandable to a wide audience. However, certain elements of the speech may be directed at a narrow circle of specialists, indicating the peculiar nature of some aspects of public political speech.

Effective methods for translating English political speeches into Ukrainian have also been identified, with an emphasis on the necessity of using various translation transformations. This indicates the importance of conducting further research to identify the most characteristic and frequently used transformations in the translation of scientific and technical texts [2].

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Experienced translators, using their professional skills and intuition, are able to generate a text in the target language that reflects the essence of the original, not limited to a literal translation. The main goal in translating political texts is to achieve functional equivalence, i.e. to create a text in the target language that performs the same functions as the original text. The translator's task is to ensure that the text in the target language is as accurate and emotionally satisfying as the original, not only in terms of content but also in terms of its impact on the reader or listener.

Translation transformations can include changes at the lexical level, grammatical adaptations, stylistic changes, and complex

transformations. For example, lexical transformations include the replacement of words or phrases that do not have direct equivalents in the target language, grammatical transformations make changes to the structure of sentences, and stylistic adaptations change the style of the text to better reflect the author's intent. Complex transformations combine several types of changes to achieve the closest possible match between the translation and the original. Implementing these methods requires a deep understanding of both languages, the cultural context, and high creativity and flexibility on the part of the translator [3].

The linguistic and pragmatic analysis of Boris Johnson's translated speeches showed that the translators used a number of transformations when translating into Ukrainian. The purpose of these transformations was to preserve the expressive nature of the leader's speech and his ability to influence the audience.

When analyzing Boris Johnson's political speeches, a characteristic feature becomes apparent: the use of military and political terminology. These terms used by the British politician were adapted into Ukrainian through the use of various translation strategies, such as loan translation, descriptive translation, transliteration, or transcription.

In the process of translating Boris Johnson's speeches, transliteration and transcription strategies were mostly used to translate well-known abbreviations and proper names. For example, international organizations and institutions were rendered as follows: *NATO* becomes *НАТО*, *Duma* becomes *Дума*, *Verhovna Rada* becomes *Верховна Рада*, etc. These techniques help to preserve the recognizability and authenticity of the original names in the translation.

Loan translation as a translation technique has been used in a large number of cases, especially when translating terms and names. Examples include: *Geneva Conventions* – *Женевські конвенції*, *Ukraine's General Prosecutor* – *Генеральна прокуратура України*, *NGOs* – *громадські і місцеві організації*. This approach allows translators to maintain semantic and conceptual correspondence between languages [4].

When there is no direct equivalent of a word from the source language in the target language, the translator chooses the most appropriate equivalent that conveys the meaning of the original language unit but is not an exact synonym. For example: "*We will get Brexit done... we will end the acrimony and the chaos*", the word "*acrimony*", denoting *«різкість»* or *«гіркота»*, was translated as *«жорстокість»*. This demonstrates the creative approach of the translator, who takes into account not only the literal meaning but also the emotional component of the original, choosing the word that best matches the mood and context of the statement.

Explication or descriptive translation, plays a key role in translation practice, especially when it comes to conveying complex lexical items, specific terms, idioms, or culturally specific realia. This technique involves replacing a word or phrase in the source language with a description that most accurately conveys its meaning in the target language. The use of descriptive translation is extremely important in the context of translating specific realia, idioms, or culturally specific expressions.

For instance, translating Borys Johnson's statement "*Turge you to protect our NHS*", where *NHS* (*National Health Service*) is a specific term for Great Britain, in the Ukrainian translation this term can be deciphered and explained as *«наша Національна Служба Охорони Здоров'я»* to ensure clarity for the Ukrainian-speaking audience.

In one of his speeches, Boris Johnson said the following: “*Wedding receptions of up to 30 people will not be permitted, but ceremonies can continue to take place, in line with COVID-Secure guidelines*” – «*Весільні прийоми до 30 осіб не будуть дозволені, але церемонії можуть продовжуватися відповідно до інструкцій програми безпека від COVID*». When translating this sentence, the translator used a synonymous replacement for the word “*guidelines*” [4].

The descriptive method is particularly useful in translating political speeches, where terms and expressions specific to a particular cultural or political context are often used. Such translations require the translator to have not only a deep knowledge of the language, but also an understanding of the cultural and historical context of the original text.

The use of the method of omission in translation, especially when working with political speeches of Anglo-American origin, is to omit words that are considered redundant in the target language to create a more concise and influential statement. For example, in Boris Johnson’s speech we find the following statement: “*knew that the Kremlin was making a fundamental miscalculation, a terrible mistake*”, – «*знав, що Кремль припускається надзвичайно страшної помилки*».

Lexical addition transformation involves adding lexical elements to the translation that are not present in the original text. This is done to accurately convey the meaning of the translated sentence or to comply with the speech norms and language standards accepted in the culture of the target language.

In the given example the phrase “*President Zelenskyu, Mr. Chairman, Members of the Verkhovna Rada*” was translated as «*Пане Президенте, пане Голово Верховної Ради України, шановні народні депутати*». The translator has added the lexical units «*пане*» and «*шановні*» to ensure an appropriate level of formality and respect in the Ukrainian context. This addition is important for maintaining the cultural relevance of the translation, as in Ukrainian, the use of such forms of address is a sign of respect and politeness, especially in official and public speeches [5].

Semantic development refers to the process in which the content or meaning of the original text is expanded or deepened in the translation process. This may include adding contextual information, clarifying or explaining certain aspects of the original to better convey the author’s intentions or to make the text more understandable to the target audience. The phrase: “*I fear, to my eternal shame, that I will never return to Oxford to collect my degree after graduation*”, was translated as: «*Боюся, я ніколи не повернуся до Оксфорду, щоб отримати свій диплом після закінчення навчання. Це стане моїм вічним соромом*». The translator added the specificity «*після закінчення*» to emphasize that the speaker has already completed his education. This helps to clarify the situation, especially if this point was not explicitly defined in the original text.

When using the transposition method, the translator changes the order of linguistic elements in the target language compared to the source text to focus on keywords, thereby conveying the essence of the statement more accurately. For example the phrase: “*It’s wonderful frankly to see so many of you here on a Saturday*” was rendered as «*Відверто кажучи, чудово бачити вас так багато тут у суботу*». Here, the translator moved «*відверто кажучи*» to the beginning of the phrase, emphasizing the sincerity of the statement [5].

Concretization is another important strategy in translating political texts. It involves adding specific details that help read-

ers or listeners better understand the context. This is especially important when the original uses words with broad meanings or abstract terms. Concretization helps to clarify the meaning, making the translation more accessible and understandable to the target audience. For example, if the original uses a general term “*conflict*”, in the Ukrainian translation it can be clarified as «*збройний конфлікт*» or «*міжнародна напруженість*», depending on the context, for a better understanding of the situation. Consider another example: “*Your pensioners told russian soldiers to hop as we say, although they may have used more colourful language*”, – «*Ваші пенсіонери сказали російським солдатам, щоб вони стрибали, як ми кажемо, хоча, можливо, вони використовували більш барвисті вирази*». The word “*language (мова)*” was replaced by the word «*вирази*», which has a narrower meaning. “*Day after day missiles and bombs continue to rain on the innocent people of Ukraine*”, – «*Щодня ракети та бомби, як дощ, зливою падають на голови безневинних людей вашої країни*». In this translation, the name “*Ukraine*” was replaced by «*вашої країни*» in order to create a more personal connection with the Ukrainian audience and enhance the emotional effect of the statement [6].

Partition is used to divide long and complex sentences from the source text into one or two shorter sentences in the translation. This makes it easier to understand the meaning and helps to maintain the logic and sequence of the information, for example: “*We in the UK will be guided by you and we are proud to be your friends*”, – «*Велика Британія піде за вами. Ви ведеєте вперед, а ми – ваші віддані друзі. І цим пишаємося*». Thus, in the process of translation, one long English sentence was transformed into two shorter ones that retain the original semantics.

Sentence integration is a merger of several short sentences into one longer sentence to create a stronger connection between their parts and to convey the meaning more fully. The following is an example of such a combination: “*You all look great in it! I think that Henry VII would appreciate it*”, – «*Ви всі чудово виглядаєте, наче Генріх VIII, дуже гарна мантія*». This example not only merges sentences, but also uses a lexical transformation called modulation.

In his speeches, Boris Johnson often uses phraseological expressions that are translated into Ukrainian with their idiomatic nature preserved. For example: “*And yet there were some who believed the Kremlin propaganda that russian armour would be like an irresistible force going like a knife through butter, and that Kyiv would fall within day*”, – «*Однак кремлівська пропаганда казала, що, як ніж у масло, ввійде російська військова навала*». “*Force going like a knife through butter*” was translated as «*як ніж у масло*».

Translators of English political speeches often face challenges, as these texts often contain elements of journalistic, scientific, and sometimes even fictional styles. Therefore, it is important for a translator to define the most accurate concept of a political speech and find an appropriate translation method that will remain relevant even over time, taking into account the development of the language. It is necessary to find a translation method that not only accurately conveys the meaning but also meets the standards of translation practice [6].

Conclusions. Translation of English political speeches is a complex creative process that requires the translator not only to select dictionary equivalents, but also to find adequate substitutions, taking into account the linguistic and extralinguistic contexts.

The process of translating involves a number of unique challenges related to the peculiarities of the journalistic, scientific, and sometimes even artistic styles that characterize these texts. It is important for the translator not only to accurately convey the essence of the statement, but also to find a translation method that will be relevant in the context of the constant development of the language and changes in social and political realities. The analysis of the linguistic and pragmatic features of Boris Johnson's speeches and their translation into Ukrainian reveals that various translation techniques were used to achieve specific pragmatic goals, as well as to preserve the expressiveness, uniqueness, and semantic depth of the original text. Among them, lexical and grammatical transformations, direct translation, transliteration, elaboration, and other approaches should be particularly highlighted. It is important to note that the chosen translation methods formed a coherent system of practices aimed at accurately reflecting the style of the original text.

An important component of a successful translation is the translator's ability to adapt the material so that it meets the linguistic norms and cultural peculiarities of the target language, while preserving the original meaning and intent of the author.

Prospects for further development. We see prospects for further research in the study of the linguistic and stylistic features of US President Joe Biden's political speeches and the development of practical recommendations for their translation into Ukrainian.

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Герасімова О., Багрій Г. Особливості перекладу англійських політичних промов з англійської на українську мову

Анотація. Стаття присвячена дослідженню способів перекладу політичних промов з англійської мови на українську.

У сучасному світі значення політичної комунікації стрімко зростає. В епоху глобалізації та демократії, ми спостерігаємо, як обговорення суспільних питань стає все більш відкритим і доступним для широкого загалу. Це створює нові виклики, оскільки вирішення ключових політичних питань часто залежить від того, як громадськість сприймає та інтерпретує проблему.

З розширенням і зростанням ролі засобів масової інформації у світі посилюється політичний вплив і маніпуляція суспільною свідомістю. Політичний дискурс відображає весь спектр відносин між особистістю та суспільством, впливаючи на світогляд реципієнтів.

Сьогодні мова слугує не лише засобом для формування та вираження думок. У політичних дебатах та переговорах науковці визнають, що політичний дискурс є лінгвістичним і культурним явищем. Вони приділяють значну увагу питанням переконання та стратегіям, спрямованим на завоювання довіри та віри виборців.

Перекладачі англійських політичних промов часто стикаються з викликами, оскільки ці тексти можуть містити елементи публіцистичного, наукового, а іноді й художнього стилів. Тому для перекладача важливо визначити найточнішу концепцію політичної промови та обрати відповідний метод перекладу, який залишатиметься актуальним з часом, враховуючи розвиток мови. Потрібно знайти такий метод перекладу, який не лише точно передає зміст, але й відповідає стандартам перекладацької практики.

Переклад політичних промов супроводжується труднощами у точному відтворенні змісту оригіналу через мовні, культурні та контекстуальні відмінності. Для мінімізації втрат та забезпечення адекватності перекладу перекладачі застосовують різноманітні методи трансформацій. Ці методи включають адаптацію, модифікацію або переосмислення тексту відповідно до специфіки цільової аудиторії. Досвідчені перекладачі використовують свої професійні навички та інтуїцію для створення тексту цільовою мовою, який передає суть оригіналу без дослівного перекладу. Основна мета перекладу політичних текстів – досягнення функціональної еквівалентності, тобто створення тексту, який виконує ті ж функції, що й оригінал. Завдання перекладача полягає в тому, щоб текст на мові перекладу був настільки ж точним і емоційно насиченим, як і оригінал, враховуючи не лише зміст, але й вплив на читача або слухача.

Ключові слова: політика, політична промова, переклад, політичні терміни, перекладацькі трансформації.