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## KEY FEATURES OF TRANSLATING BORIS JOHNSON'S POLITICAL SPEECHES INTO UKRAINIAN

**Summary.** The article focuses on the critical topic of studying political discourse, specifically political speeches, and their translation techniques and strategies. It examines the political speeches of the prominent English political figure Boris Johnson, who has made significant contributions to both his country and Ukraine. B. Johnson's oratorical styles are diverse and easily change depending on purposes and audiences. The following linguistic and grammatical features characterize Boris Johnson's political speeches: extensive use of complex sentences with a branched structure; the frequent use of appeals, such as «folks» and «my fellow» during speeches; creating speeches around such concepts as «people» and «government»; a sufficient number of monosyllabic and two-syllable words; a significant number of repetitions – both linguistic and stylistic; unique balance of the first person singular pronoun «I» and the first person plural pronoun «we»; preference to qualitatively descriptive adverbs and adverbs of degree and focus on adding emphasis and intensity to the message. The most frequently used adverbs in Boris Johnson's speeches, which serve to emphasize essential information, include absolutely, very, and highly. These adverbs play a crucial role in reinforcing the rhetorical impact and shaping the persuasive tone of the speeches. When translating these adverbs, a combination of equivalent matching, calque, and transpositional techniques has been used. These translation strategies ensure that the emphasis and nuance conveyed by the original adverbs are preserved in the target language and account for contextual and cultural factors.

When studying the translation of Boris Johnson's political speeches, the primary focus was directed towards the intricate nature of lexical and grammatical features. His speeches' translation process enclosed various lexical transformations, including calque, concretization, addition or omission of elements, rearrangement of linguistic components, and substituting one part of speech for another. These transformations were applied to ensure the accurate reflection of the original text's substantive content and style.

**Key words:** political speeches, translation of political speeches, political discourse, transformations, translation strategies.

**Statement of the problem.** Research on political discourse holds one of the leading positions in modern linguistics. It focuses on areas like functional and linguistic characteristics, political rhetoric, imageology, and conflict analysis. Political discourse serves as an accurate reflection of the linguistic worldview and the contemporary linguistic mindset of any society. Thus, within the context of political speech, the way politicians think, their communicative actions, and the linguistic elements of speech texts are closely interconnected.

The study of Boris Johnson's speeches is relevant because his unique rhetorical style, characterized by humor, cultural references, and rhetorical devices, presents significant challenges for accurate translation into Ukrainian. Analyzing these speeches helps ensure that critical political messages, tone, and nuances are preserved while adapting them to fit the linguistic and cultural context of Ukrainian audiences.

**Analysis of recent research and publications.** The study of political discourse and its translation has gained significant attention from scientists across different territories and disciplines, including linguistics, political science, and translation studies. Political discourse often contains ideological messages, cultural references, and strategic rhetoric. Thus, such elements make it particularly challenging for translators who must balance accuracy with cultural sensitivity.

Local and foreign scientists are studying the topic of political discourse. Among them are T. A. Dayk, V. V. Gromovenko, K. Kureley, E. Latif, I. S. Shevchenko, and many others. Linguists are delving deep into the semiotics of political discourse, the nuances of political speech, the unique characteristics of political speeches, the intricate methods of interpreting modern political discourse, the complex components of political discourse, the study of humor in political discourse, and the intricate lexical features.

Special attention is also given to pre-election discourse as a distinct element of political discourse. It is the focus of S. Asimakopoulos, E. N. Kadim, and Mashid Sadat Nagibzade Yalali's works.

Despite the considerable number of works devoted to political discourse, the issue of translation and the identification of communicative, stylistic, and lexical features in the political speeches of state politicians needs to be covered more and requires additional consideration. It is essential to study political texts, especially the speeches of state politicians, including the president and vice prime minister, to recognize and comprehend the lingo-pragmatic image of the speaker, their communicative tactics, and strategies for influencing and manipulating the audience. The ability to correctly use the means of speech to influence recipients is essential for building an effective political company, which makes their research not only necessary but also globally significant.

**The goal** of this work is to explore the characteristics of English-language political speeches and to identify the specific features and effective strategies for translating Boris Johnson's political speeches into Ukrainian. The study aims to ensure accurate and culturally appropriate translation while maintaining the original intent and impact of the content.

**Outline of the main material of the study.** The attitude towards Boris Johnson as a politician is quite controversial. Some

see him as a strong player, as one of “the best people who are available in the Conservative family” [1] or “a likable and trustworthy individual with strong intellectual capital» [2], while others question his suitability for leadership, describing him as “unfit” to govern [3] or “a serial liar and an amoral opportunist who sold Brexit to the British people on the basis of false promises” [4]. However, it is widely recognized that Boris Johnson's education and experience as a journalist played a crucial role in his political success. His background enabled him to skillfully engage with his audience, utilizing humor, wit, and various rhetorical devices to make complex ideas more accessible and persuasive. His journalistic flair helped shape his distinctive style, significantly contributing to his rise in British politics.

B. Johnson's oratorical styles are diverse and easily change depending on purposes and audiences. Often likened to that of a showman, his ability to shift tones and personas allows him to achieve his goals while maintaining an authentic public image effectively. At times, he can be a professional speaker who successfully connects with the audience and communicates his passion. On other occasions, Mr. Johnson presents himself as a friendly interlocutor who values the opinions of others and genuinely cares about their concerns.

The following linguistic and grammatical features characterize Boris Johnson's political speeches:

1. Extensive use of complex sentences with a branched structure.

2. The frequent use of appeals, such as «folks» and «my fellow» during speeches creates a sense of closeness and familiarity with the audience and fellow party members. This also aims to break down communication barriers and create a more relaxed atmosphere.

3. Creating speeches around such concepts as «people» and «government.» In the analyzed speeches of Boris Johnson, these lexical units and their derivatives are found in each of them. The former prime minister focuses on people and their problems, often providing numerous examples and characteristics of the difficulties people face and must overcome.

4. A sufficient number of monosyllabic and two-syllable words: *world, folk, life, work, human.*

5. A significant number of repetitions – both linguistic and stylistic. For example, in the final speech as Prime Minister, he often repeated the phrase «I want to thank.»

6. Boris Johnson's speeches stand out for their unique balance of the first person singular pronoun «I» and the first person plural pronoun «we.» This balance, unlike many leading political figures, demonstrates Johnson's willingness to express his own point of view while also sharing a collective vision. It creates a sense of individuality and inclusivity in his speeches.

7. Qualitatively descriptive adverbs and adverbs of degree and focus, such as «absolutely,» «very,» and «highly,» add emphasis and intensity to the message, making his points more compelling.

When translating Boris Johnson's political speeches, various translation techniques such as calque, generalization, specification, expansion, omission, and restructuring play a crucial role. These methods help ensure that the rhetorical nuances, cultural references, and linguistic characteristics of Johnson's speeches are effectively conveyed in Ukrainian while maintaining clarity and impact. Let's consider each of them.

In his speeches, the former Prime Minister of Great Britain makes extensive use of the stylistic device of comparison, which, when translated, is often conveyed by calque:

*I feel like one of those beautifully drawn illustrations of what happens in a nuclear pile when the graphite rods are taken out at the wrong moment* [5] – Я відчуваю себе, наче одна з тих прекрасно намальованих картинок того, що відбувається в ядерному реакторі, коли графітові стрижні витягують не в той момент.

In this sentence, Boris Johnson compares his feelings to those conveyed by inanimate illustrations of a nuclear reactor. When using calque, the translator also applies the transformation of adding words «відчуваю себе», instead of «відчуваю,» as it is written in the original, which corresponds to the norms of the Ukrainian language.

*Never in the history of our species – not since the Almighty felled the Tower of Babel – has the human race been so obsessed with one single topic of conversation* [5] – Ніколи в історії нашого виду – з часів, коли Всемогутній зруйнував Вавилонську вежу – людство не було так одержиме однією єдиною темою для розмови.

While translating the word combination “human race,” which is widely used by Boris Johnson in his speeches, the translator uses the transformation of generalization as the Ukrainian word “людство” has a broader meaning – “humanity.” In this context, the transformation simplifies the concept while maintaining the intended meaning of the speaker.

*We don't always know who should have the rights or the title to these gushers of cash* [5] – Ми не завжди знаємо, хто повинен мати права або титул на ці потоки грошей.

The idiomatic expression «gushers of cash» was translated with the help of modulation into a more regular and neutral phrase, «потоки грошей,» transforming the image from «gushers» to «streams,» which is more understandable in the target language.

*Here in the UK we found ourselves unable to make gloves, aprons, enzymes which an extraordinary position for a country that was once the workshop of the world* [6] – Тут, у Великій Британії, ми опинилися в ситуації, коли не могли виготовляти рукавички, фартухи, ферменти, що є надзвичайним становищем для країни, яка колись була майстернею світу.

The English verb to make is translated as «робити; вносити; приймати; примушувати» [7]. In this context, when Mr. Johnson speaks about «make gloves,» he means their production process. In Ukrainian, there is a more specific word for it – «виготовляти,» which was used by the translator. Also, the phrase «we found ourselves» was translated with the help of a specification that better conveys the meaning of the original passage in the Ukrainian language: «we found ourselves in a situation.»

Explicitation or implicitation during translation has also been revealed while analyzing Boris Johnson's speeches. Most often, they are used to ensure that the translated text complies with the standards of the Ukrainian language and has a high level of readability.

*The people who delivered the fastest vaccine roll out in Europe* [8] – Люди, які найшвидше розгорнули вакцинацію в Європі.

When translating the phrase «delivered the fastest vaccine roll out», the translator does not translate each word, but conveys the meaning and thereby omits the word delivered and leaves only to roll out.

Our study of the lexical units in the speeches of the former Prime Minister of Great Britain revealed a significant number of epithets of diverse structures. These epithets play a crucial role in enhancing the speech's brightness and emotionality, thereby aiding the addressee in achieving the intended goal. The research found that simple epithets, which include an adjective, noun, or adverb, are the most frequently used, while complex ones expressed by complex adjectives are a rarity.

For example, when translating the construction «Adjective + Noun» into Ukrainian, calque and transposition are usually used when the epithet is expressed by an adjective. In the Ukrainian language, when translated, we get adjectival phrases or phrases in the genitive case with a preposition.

*We must limit the rise in temperatures, whose appalling effects were visible even this summer, to 1.5 degrees* [9] – *Ми повинні обмежити підвищення температури, жахливі наслідки якого були помітні навіть цього літа, до 1,5 градуса.*

The attributive word combination with the epithet of emotional connotation «*appealing*» is translated with the help of calque with the attributive phrase in the Ukrainian language “*жахливі наслідки.*”

Also, during the research, it was found that the former Prime Minister of Great Britain prefers to use various adverbs such as increasingly, nationally, absolutely, only, and actually. This allows him to draw the audience's attention to the problem or statement the situation requires. When translating adverbial phrases, the search for equivalents in the target language, calque, and translation transpositions are used.

In the following sentence, the phrase «globally admired» requires transformations. The translator used the replacement of parts of speech and transposition. So, the adjective was transformed into a verb and the adverb into a noun. Also, the transformation of explication was used.

*...because we are one whole and entire United Kingdom whose diplomats, security services and armed forces are so globally admired* [9] – *...бо ми є єдиним і цілісним Сполученим Королівством, дипломати, служби безпеки та збройні сили якого викликають таке захоплення у всьому світі.*

When analyzing the grammatical features of Boris Johnson's speeches, it was found that the speaker prefers a combination of both simple and complex constructions, complex sentences, infinitive constructions, modal and passive constructions, as well as causative forms with *get* and *let*.

The former prime minister frequently uses the modal verbs «*can*» and «*could*.» This usage is explained by the desire to prove and demonstrate to the British people and his opponents the capabilities of both himself as a politician and his team, as well as the potential that the British have in achieving the goals set before them. However, when it is time to rally the community and the British people to take decisive action and demonstrate the reality of the situation and what needs to be done, Mr. Johnson decisively uses the modal verb «*must*» in his speeches. For example, in his address to the population of Great Britain regarding easing lockdowns due to the coronavirus COVID-19 pandemic, he used the word «*must*» eighteen times. This word is usually used to express mandatory actions or orders, which politicians often avoid in their speeches:

*We must protect our NHS. We must see sustained falls in the death rate. We must see sustained and considerable falls in*

*the rate of infection. We must sort out our challenges ... we must make sure that any measures we take ...*

When translating, the translator preserves the modality by using the equivalent in the Ukrainian language, «*повинен*».

In Boris Johnson's speeches, the modal verb «*should*» plays a significant role in shaping the emotional tone of his rhetoric. It is not merely a functional part of speech but heightens the sense of urgency, importance, and personal engagement with the subject matter. This deliberate and impactful choice of language injects his words with a sense of passion and enthusiasm, giving his position on issues a sense of urgency and importance. When translating his speeches into Ukrainian, it is essential to convey the literal meaning and capture and reflect this emotional nuance, ensuring that the translation carries the same depth of feeling and intensity as the original. Maintaining this emotional coloring is vital to preserving the impact of Johnson's rhetorical style.

*That's what we should do, and pledge to do that at the COP in just 40 days time* [6] – *Ось що ми повинні зробити, і зобов'язуємося зробити це на Конференції Сторін усього за 40 днів.*

In this sentence, the modal verb «*should*» carries an emotional nuance and functions as a categorical expression of desire akin to an order or directive. Therefore, it is appropriately translated into Ukrainian using the modal equivalent «*повинні*» to maintain its authoritative tone. Additionally, when translating the abbreviation COP, it is replaced with its full term, ensuring clarity and precision in the target language.

The reasonably wide use of passive constructions in Boris Johnson's speeches is attributed to the intention to convey specific facts to the audience without emphasizing the performers and their attitude toward the event. Also, he frequently utilizes them when discussing well-known facts and when focusing on the outcomes of actions rather than their performers is necessary. During the analysis of Mr. Johnson's political speeches and their translation into Ukrainian, it has been revealed that translators tend to either leave the passive construction in Ukrainian or change it into the active ones:

*Zeus punished him by chaining him to a tartarean crag while his liver was pecked out by an eagle* [6] – *Зевс покарав його, прив'язавши до тартараного кручі, поки орел викльовував його печінку.*

When translating a passive construction into English, the translator uses the transformation of grammatical substitution and changes the passive expression to active – “*орел викльовував.*”

In the following example, the translator preserves the syntactic structure of the original and conveys the passive form in English with a passive construction in Ukrainian:

*And when I was elected mayor of London, only a mere 13 years ago, I was desperate to encourage more electric vehicles* [6] – *І коли я був обраний мером Лондона всього лише 13 років тому, я був відчайдушно налаштований заохочувати більше електромобілів.*

**Conclusions.** The translation of political speeches presents significant challenges due to the necessity for comprehensive background knowledge of global and regional political contexts, as well as a comprehension of the political trends of the audience and the specific realities of the country in which the speech is delivered. This complexity is further deepened when the speaker's style varies, as illustrated by the former Prime Minister of the United Kingdom. The practical analysis highlights that achieving an equivalent transfer of the communicative intent in Mr. Johnson's politi-

cal speeches requires carefully applying diverse translation strategies. These strategies are crucial not only for capturing the lexical and grammatical features of the original text but also for preserving its emotional undertones. Thus, effective translation demands a careful balance between linguistic accuracy and conveying the speaker's emotive and rhetorical elements.

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**Хацер Г. Визначальні характеристики перекладу політичних промов Бориса Джонсона українською мовою**

**Анотація.** Стаття присвячена актуальній темі вивчення політичного дискурсу, зокрема політичних промов,

а також способів і стратегій їх перекладу. У ній розглядаються політичні виступи видатного англійського політичного діяча Бориса Джонсона, який зробив вагомий внесок як у розвиток своєї країни, так і для допомоги Україні у її боротьбі. Ораторська манера Б. Джонсона різноманітна і легко змінюється в залежності від цілей і аудиторії. Політичні промови Бориса Джонсона характеризують такі лінгвограматичні особливості як широке використання складнопідрядних речень з розгалуженою структурою; часте використання під час виступів звертань, наприклад, «folks», «my fellow»; створення промов навколо таких понять, як «народ» і «влада»; достатня кількість односкладових і двоскладових слів; значна кількість повторів – як мовних, так і стилістичних; унікальний баланс використання займенника першої особи однини «I» та займенника першої особи множини «we»; використання якісно-означальних прислівників та прислівників ступеня та фокусу й зосередження на додаванні акценту та інтенсивності повідомленню. Найбільш часто вживані прислівники у промовах Бориса Джонсона, які слугують для підкреслення важливої інформації, включають такі одиниці як *absolutely*, *very*, та *highly*. Ці прислівники відіграють вирішальну роль у посиленні риторичного впливу та формуванні переконливого тону промов. При перекладі прислівників застосовуються поєднання еквівалентних відповідників, кальки та прийомів транспозиції. Ці стратегії перекладу гарантують, що наголос і відтінок, переданий оригінальними прислівниками, зберігаються в цільовій мові та враховують контекстуальні та культурні фактори.

При вивченні перекладу політичних промов Бориса Джонсона основна увага була спрямована на складний характер лексичних і граматичних особливостей. Процес перекладу його промов включав різноманітні лексичні трансформації, зокрема кальку, конкретизацію, додавання або опущення елементів, перегрупування мовних компонентів, заміну однієї частини мови іншою. Ці трансформації застосовуються для забезпечення точного відображення основного змісту та стилю оригінального тексту.

**Ключові слова:** політичні промови, переклад політичних промов, політичний дискурс, трансформації, стратегії перекладу.