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ON THE ISSUE OF THE POLITICAL DISCOURSE TRANSLATION METHODOLOGY

Summary: The article is focused upon the challenges of the political discourse translation methodology. The overview of the key works in the field of theory and practice of translation has allowed to distinguish the correlation between the stylistic peculiarities and translation strategy, tactics and operations. It has been outlined that challenges for adequate political discourse translation are evoked by genre discrepancy, the issue of the rendering such peculiar vocabulary items as realia, nationally colored phraseological unities and fusions, as well as proverbs and sayings. The objective of the research is seen as the search of efficient methods and techniques aimed at optimizing the quality of political discourse translation in the paradigm of the communicative and functional approach. The urgency of the study is proved by the growing demand for the qualified political discourse translation both on the external international and internal domestic policy levels. The criterion of the trustworthiness and political tolerance is especially up-to-date in the view of the recent political situation in the world

in general and in Ukraine in particular. The role of the qualified political discourse translation for the political future of Ukraine can't be overestimated. The mission of translators and their duty is to perform adequate, faithful and qualified translation of all sort of political speeches, disputes, negotiations and agendas from Ukrainian into English and other foreign languages to give the world the idea of the essence of both social and political life in the country. The power of speech and language means is sometimes stronger than the power of weapon. The findings of the research may be of great value for future translators training and self-education. The perspective is seen in working out the methodology of publicist and scientific discourses translation in the aspect of the globalization of Ukrainian culture and science international distribution.

Key words: politics, interpretation, globalization, Ukraine, English, strategy, tactics

1. Introduction

Political discourse is a specific textual and communicative phenomenon distinguished by the greatest variability and the highest degree of subjectivity. It is the most dynamic and simultaneously the most biased communicative interaction which claims to be unprejudiced and trustworthy but turns out to be completely unreliable and false at times.

Everybody knows that if we don't tackle with politics or pretend to ignore it, it influences our lifestyle greatly without our will or agreement. Everyday we come across various genres of political texts as such including political reports of the world leaders, agenda of summits, political agreements and memoranda, electoral campaign leaflets or less recurrent today political pamphlets and satirical critical articles. If we stop to think it over, we will realize that almost two thirds of our leisure time are occupied with news reports or reviews on TV, in the Internet or even on the radio in the car.

The ideas we think to be ours in most cases prove to be inspired or directly prompted by the mass media. We can't tell the truth from accepted lies, we are blinded and deafened by the overwhelming manipulative mechanism of the "fifth column". We are what we read, what we hear or what we are made to believe. Critical thinking as well as nonconformism are not very typical these days.

Under such circumstances, the role of political discourse translators and interpreters shouldn't be underestimated. The quality and relevance of the recent political events in Ukraine only prove the relevance and validity of politics in general and negotiations in particular for the life of a nation or the world on the whole.

The prehistory of the research on political discourse translation includes the works by H. Boyko, V. Daineko, V. Gak, O. Fedorov, S. Florin, V. Karaban, I. Korunets, T. Kyiak, J. Mase, G. Miram, L. Taranukha, G. Tomakhin, V. Vynohradov, S. Vlasov and R. Zorivchak (Chernovatyi, 2013; Karaban, Mase, 2013; Korunets, 2008; Miram, Daineko, Taranukha, 2006).

2. Objective and Tasks

As it is widely known, the main objective of qualified and adequate translation is to preserve the unity of the form and content, the structure and the meaning, that is to render via the means of translation language the semantic invariant and the pragmatic effect on the target audience.

It is well known that pragmatics is mostly foregrounded through the apt employment of the expressive means and stylistic devices. The main task in the selection of suitable and efficient lexical and syntactical stylistic devices is to influence the perception of the message by the target audience and to determine its tonality and intensity.

One of the chief communicative strategies in political discourse is the manipulative strategy. It predetermines the choice of the linguistic units on all the levels – lexical, morphological, syntactical and textual. It also influences the supra-linguistic level thus predetermining the melody, the intensity, the tempo and the pauses both logical and emotional.

3. Political discourse overview

The vocabulary of political discourse may be characterized as mostly monosemantic political terminology, the high percentage of high register words and archaisms and the wide distribution of the cliché. The words of Latin origin are more numerous than native words: "to corroborate" instead of "to prove", "proponent" instead of "supporter or follower, adherer", "to collaborate" instead of "to support", "to tolerate" instead of "to sympathize with" and other (Karaban, Mase, 2013).

One of the key stylistic devices to reflect the reality both in belles-lettres and political discourse is metaphorization. For example, the vast number of refugees is likened to the natural disaster as in the cliché phrases like "the Ukrainian refugees flooded Europe" or "the wave of Ukrainian immigration to Europe" (Karaban, Mase, 2013).

The grounding for the metaphor "great number – flood" is the effect similar to that of the disaster.

The verbal irony is very typical of political texts and it often grows into textual irony or even satire.

This may be illustrated by the cliché «*friends list ally*» in the meaning of «*the most benevolent ally*» (Karaban, Mase, 2013).

According to R. Ganes political speech is the most typical and widely spread political discourse genre in which all the distinctive features of political texts are foregrounded. Among them there are the following ones:

- clarity and transparence. This speech manner is realized through the prevailing number of simple native words over foreign words and terms, the apparent shortage of complicated and extended syntactic structures;
- expressive manner of presentation made manifest via stylistic figures of speech of all levels: lexical, syntactic and complex lexico-syntactic;
- additional means of persuasion aimed at manipulating the target audience and providing the desirable reaction of approval and support.

As far as subjective modality is concerned, there are the following three subgenres of political speeches: speeches of the appellative nature, speeches of the instructive nature and speeches of the informative nature. The difference in modality predetermines the discrepancy in vocabulary and structure.

4. Peculiarities of political discourse translation

Professional translators and interpreters encounter political discourse texts in the following cases of oral and written translation:

- oral-oral consecutive or simultaneous translation during the summits, political negotiations or at conferences of the world political organizations;
- oral-oral consecutive translation of the political speeches and reports;
- unauthorized oral-oral simultaneous translation (whispering) of the *tete-a-tete* conversation;
- abridged oral/written translation of foreign news or subtitles;
- written-written translation of the political speeches and reports for public presentation;
- written-written translation of the interviews, notes of negotiations for their further publication in the mass media;

- written-written bilateral translation of sites and blogs of political leaders in Twitter, Instagram and Facebook;
- written-written translation of autobiographies or memoirs.

There are also possible such situations as telephone talks, translation of video-conferences etc.

The main distinctive feature of all the political texts as object of translation is the employment of political lexis, mostly terminological.

Thus, there may be outlined the following three groups:

- political terms (*coalition forces, outlaw regime*);
- political realia (*the White House, State of the Union, Clear Skies legislation*);
- political symbols (*Nation's Founders, The Cold War, Holodomor*) (Karaban, Mase, 2013).

There are the following techniques of translating political discourse – full or complete or unabridged translation, partial or selective translation and descriptive translation.

According to V. Sdobnikov, the main strategy of translating political discourse is the strategy of tertiary translation which presupposes the influence and contribution of both the initiators of translation or any other interested parties (Sdobnikov, 2006).

Among the widely distributed translation tactics there are the tactic of relevant information transmission, the tactic of correct information presentation, the tactic of stylistic peculiarities preservation, and the tactic of linguo-cultural adaptation. (Karaban, Mase, 2013).

As for the translation operations at work, there should be mentioned such as loan translation, the formation of neologisms due to the absence of the ready correspondences to the political and social realia in the target language; descriptive translation or descriptive paraphrasing, the technique of likening or the search of functional analogue, generalization or concretization, contextual replacement or the selection of the situational equivalent.

Unabridged or full translation mostly operates with the formation of neologisms for political and social realia with the subsequent penetration of nonce-words into the registered vocabulary of the target language. Loan translation is performed also to the rendering of the realia in accordance with the tactic of linguo-cultural adaptation.

Semi-loan translation is typical of partial translation while descriptive translation consists in unveiling the meaning of the realia in the source language by means of the extended explanations which reveal the essence of the phenomenon in focus.

The technique of likening consists in rendering semantic and stylistic functions of the realia in the source language by the foreign functional analogue-realialia in the target language.

Contextual replacement is the translation operation which consists in choosing the translation correspondence on the basis of the phrase context and the content.

The choice of the translation operation is predetermined by the text type, its stylistics, the contextual relevance of the realia in focus and the peculiarities of the target audience.

On this stage the proficiency of the translator is of great importance as the selection of the translation variant is performed in accordance with the intelligence, the background knowledge of history, culture and geography of both the source language and the target language countries. The polysemy, contextual and cultural predetermination of social and political realia require apt decisions from translators.

The main objective in the selection of lexical stylistic devices is the choice of the means of speech impact which may influence the information perception.

The employment of cliché is another distinctive feature of political discourse. Among the most recurrent phraseological units there are the following: “last but not least”; “boom and bust”; “apart from the fact that”; “in the absence of”; “to the extent that”; “by the same token”; “to take / hold the view that”; “strictly speaking”; “to proceed from the assumption that”.

5. The challenges of translating political discourse

Among the evident challenges of translation there are abbreviations and shortenings. Their adequate interpretation may be achieved only on the basis of the profound background knowledge of the associations and reminiscences as the means of influence upon the target audience.

In the fragments to follow we would like to illustrate the main types of emotional and evaluative

connotations of the political speeches under investigation.

Appealing: “*Mr Blair, can I start by suggesting you have always been a pragmatic politician?*”

Inquiring: “*So why are you so against Brexit?*”

“*And do you think there’s really a majority in the House of Commons for another referendum?*”

“*You can see a collapse and a General Election, couldn’t you?*”

“*But these people who voted for Brexit, if they think what they’re getting is not really Brexit, how are you appeasing them or making them happier because you’re voting for Theresa May’s deal?*”

“*If it’s not a deal that satisfies the people who voted for Brexit, why on earth are we doing it?*”

“*People got incredibly inflamed and if you go back and you run it all again for month after month after month, don’t you look at the prospect of that with some horror what it would do? Dividing families, dividing communities, dividing the country?*”

“*If it went your way, why would you not have another referendum after that?*”

“*What do you make of her performance as a politician looking at another?*”

Argumentative: “*I’m against it because the whole basis of Theresa May’s case to the British people is that this honors the Brexit mandate and it settles the issue. And, actually, neither is correct.*”

“*And, therefore, the only way you’re going to unite the county ultimately is to get this back to the people and say you’ve got a mandate, whether the government does a proper Brexit – that’s the sort of Brexit that Boris Johnson wants – or that we stay.*”

“*And that is you know the only way of resolving this now because I think her deal will fail because in the end it will satisfy no one.*”

“*And the reason the government is in this position – it’s really important we understand this.*”

“*I would be really surprised if the Labour Party doesn’t end up in the position of supporting another vote, because there’s no other proposition that can get through parliament by the way.*”

“*I mean if the Conservative Party had a general election with Brexit unresolved, it really would be a suicidal act.*”

"I think when you start to exclude all the other possibilities you're really left in the end with that one."

"So, you've got two options on this, and I'll tell you which one I prefer."

"I think right now what people realize is that Brexit is the issue and you've got to focus on that."

"I think she's shown resilience. I think she's shown a degree of courage in standing up and getting on and you know she's a decent person, frankly surrounded by a lot of pretty unreasonable ones."

Persuasive: *"It doesn't honor the Brexit mandate because the people who most fervently believe in Brexit say this isn't Brexit."*

"The issue for the Brexit people is precisely the reason why we should go back and put it to the people for a final vote, because the very people who agitated most strongly for Brexit are now saying, this isn't Brexit and therefore literally why are we doing it?"

"You've got all sorts of things like cheap air travel, mobile telephony, all of these things have developed as part of Europe's single market."

"So, your choice is between painful and pointless and that's the reason why we've had a problem all the way through."

"If you're going to vote "Leave" you'll have real leave."

"And I promise you this for people like me who voted Remain, if the country votes again to "Leave" I accept it and I'll get behind it and try and make it work."

"I think right now what people realize is that Brexit is the issue and you've got to focus on that."

"It's the wrong decision for our country. And this is why we have to resolve it finally through the people."

The main distinctive features of public speeches are the following:

- clarity and transparency:

"So today I have written to Donald Tusk, the president of the European Council, to request a short extension of article 50 up to the 30 June to give MPs the time to make a final choice."

"It is high time we made a decision."

"And that is what I am determined to do."

- expressiveness:

"So far, parliament has done everything possible to avoid making a choice."

"Motion after motion and amendment after amendment has been tabled without parliament ever deciding what it wants."

"I passionately hope MPs will find a way to back the deal I have negotiated with the EU."

"A deal that delivers on the result of the referendum and is the very best deal negotiable."

"But I am not prepared to delay Brexit any further than 30 June. Some argue that I am making the wrong choice and I should ask for a longer extension to the end of the year or beyond, to give more time for politicians to argue over the way forward."

"What kind of message would that send?"

"Do they want to leave without a deal? Or do they not want to leave at all, causing potentially irreparable damage to public trust – not just in this generation of politicians, but to our entire democratic process?"

"And just how bitter and divisive would that election campaign be at a time when the country desperately needs bringing back together?"

"We asked you the question already and you gave us your answer."

Political realia – abbreviations:

EU / European Union; MP / Members of Parliament; National Health Service;

national security; European Elections.

The public speeches of such political leaders as V. Yushchenko, P. Poroshenko, Yu. Tymoshenko and V. Zelenskyi are rich in social and political realia.

V. Zelenskyi's Inaugural Address: *«The whole country has been pulling "kravchuchki"... The whole country had vouchers, wore "malviny"..."*

V. Zelenskyi's speech on the 30th Anniversary of Independence of Ukraine: *"Without Oleshky sands in the Kherson region, Buky canyon in the Cherkasy region, basalt pillars of the Rivne region, without the Carpathians and gob piles, the Dnieper, the Desna and the Southern Bug, Ukraine is not so charming"*.

“Written by Pylyp Orlyk, it is finally at home, and everyone can see it in St. Sophia Cathedral, built more than a thousand years ago”.

“These are hetmans of the Zaporizka Sich, figures of the times of the Ukrainian People’s Republic, participants of liberation struggle, figures of culture and science and many others.”

6. Findings

In the course of the research there has been analyzed over 450 administrative and social-political realia characteristic of political discourse in the aspect of the ways of their rendering in translation. Over 61% of the realia in the sampling have been labelled as administrative and territorial; 26% – identified as social and political realia and 13% as the nominations of the authorities. This tendency was justified by the topicality of the speeches under analysis.

As for the translation operations at work, there have been outlined the following devices and means. The loan translation has been employed in 40%, transcription and transliteration – in 45%, descriptive translation or explication – in 15%. The examples to illustrate the following means of translation are adduced further:

- loan translation: “HULAH” – “Sovietcamp”, “Revolutsia hidnosti” – “Revolution of dignity”, “Natshvardia” – “the National Guard”, “krymski tatory” – “Crimean Tatars”, “Kuivska Rus” – “Kyivan Rus”;
- transcription and transliteration:

“the village of Kruty”, “the village of Krasnohirka”, “Kuban”, “Kosenky”, “kravchuchki”, “Holodomor”, “Holocaust”, “Lviv”, “the Verkhovna Rada”.

7. Conclusions

Administrative and territorial realia are mainly rendered by transcription or transliteration, at times accompanied by addition or explication. The realia characterized as the authorities’ nominations are translated either by loan translation or explication. Social and political realia are rendered by transcription mainly. The translation transformations of loan

translation and transcription/transliteration are most widely distributed – 40 % and 45 % respectively, descriptive translation is less recurrent – 15%. This is due to the higher degree of adequacy and semantic exactness in the employment of these translation operations for rendering realia without the corresponding equivalents in the target language.

It may be resumed that the most productive and efficient translation techniques in adequate rendering different genres of political discourse are translation transformations employed in accordance with the dominant strategy of communicative relevant translation and the combinations of tactics of the preservation of the national uniqueness and pragmatic adaptation to facilitate the perception and acquisition of the semantic invariant.

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