

## PECULIARITIES OF REPRODUCING EXPRESSIVE MEANS IN POLITICAL SPEECHES TRASLATION

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**Abstract.** *The translation of political speeches is crucial in today's globalized world, where leaders communicate with audiences of different languages and cultures. Reproducing expressive devices is particularly important as it significantly affects the understanding and interpretation of the message. This study aims to identify the peculiarities of reproducing expressive means in political speeches translation, including metaphors, allegories, antitheses, and other rhetorical devices used by prominent politicians.*

*The primary goal is to ensure that the translated speech accurately conveys the intended message and style of the speaker while adapting them to the cultural and linguistic context of the target audience. Materials and methods of research involved analyzing speeches of famous politicians in the source language, working with native speakers of the target language to ensure accuracy and cultural sensitivity and reviewing the translated speech for clarity, coherence, and persuasiveness.*

*The study's results indicate that the translation of expressive means requires careful consideration of cultural, linguistic, and rhetorical contexts, and appropriate target language equivalents to maintain the integrity of the original message and style. The understanding of these nuances can enhance cross-cultural communication and foster global cooperation. In conclusion, the study highlights the importance of reproducing expressive means in political speeches translation to ensure clear, coherent, and persuasive communication across languages and cultures.*

**Key words:** *expressive means, political speeches, translation, peculiarities, language barriers, cultural differences, stylistic devices, rhetorical strategies, interpretation, metaphor, hyperbole.*

## ОСОБЛИВОСТІ ВІДТВОРЕННЯ ЕКСПРЕСИВНИХ ЗАСОБІВ У ПЕРЕКЛАДІ ПОЛІТИЧНИХ ВИСТУПІВ

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***Анотація.** Переклад політичних виступів є вирішальним у сучасному глобалізованому світі, де лідери спілкуються з аудиторіями різних мов і культур. Відтворення експресивних засобів особливо важливе, оскільки воно суттєво впливає на розуміння та інтерпретацію повідомлення. Метою цього дослідження є виявлення особливостей відтворення експресивних засобів у перекладі політичних виступів, зокрема метафор, алегорій, антитез та інших риторичних прийомів, що використовуються політиками.*

*Основна мета полягає в тому, щоб навчитися правильно передавати зміст повідомлення та стиль виступаючого, а також адаптувати його до культурного та мовного контексту цільової аудиторії. Методологія дослідження включає аналіз виступів відомих політиків у джерелі мови, співпрацю з носіями цільової мови для забезпечення точності, а також аналіз перекладеного виступу на предмет зрозумілості та переконливості.*

*Результати дослідження свідчать про те, що переклад експресивних засобів потребує ретельного врахування культурних, мовних та риторичних контекстів, а також використання відповідних еквівалентів у цільовій мові для збереження цілісності оригінального повідомлення та стилю. Розуміння цих нюансів може покращити міжкультурну комунікацію та сприяти глобальній співпраці. Висновок дослідження підкреслює важливість відтворення експресивних засобів у перекладі політичних виступів для забезпечення зрозумілої, зв'язної та переконливої комунікації між мовами та культурами.*

***Ключові слова:** експресивні засоби, політичні виступи, переклад, мовні бар'єри, культурні відмінності, стилістичні прийоми, риторичні стратегії, інтерпретація, метафора, гіпербола.*

**Introduction**

Political speeches have always played an important role in shaping public opinion and policy decisions. In the process of translation from one language into another, we convey the main meaning. It plays a crucial role in the meetings of politicians, diplomats, or legates. Failure to do so could lead to misunderstandings, misinterpretations, and even diplomatic incidents. Overall, this research is relevant to the field of translation studies, as it provides

insights into the challenges and strategies involved in translating expressive means in political speeches. The findings of this research can help improve the quality of political speech translation and contribute to effective cross-cultural communication.

### Materials and methods of the research

In the process of work, we analyzed speeches of prominent politicians in the source language to identify expressive means, work with native speakers of the target. The materials of work include several speeches from John F. Kennedy, Volodymyr Zelenskyi, Boris Johnson, Barack Obama, Queen Elizabeth II, US President Franklin D. Roosevelt, and Martin Luther King Jr., articles about expressive means, and stylistic devices in translation and translation transformations. Political speeches are important means of communication used by politicians to express their views, beliefs, and ideas to the audience. They are often filled with expressive means such as metaphors, similes, and other rhetorical devices that are used to persuade and influence the audience. Prominent politicians often use figurative language, such as metaphors and similes, to create vivid images in the minds of their listeners. For example, US President Franklin D. Roosevelt in his "**Four Freedoms**" speech, used a metaphor to describe the world after World War II: "The world of the future is not one of easy victories and quick successes, but rather a world of incessant striving and hard work." Some of the expressive means used in this speech include repetition, contrast, and rhetorical questions. Repetition is seen in the phrases "swift and driving increase," "goals of speed" and "quicker and better results", which emphasize the urgency of the situation. Contrast is used when the speaker notes that progress is being made in some areas, but not in others. The use of rhetorical questions helps to engage the audience and emphasize the importance of the issue at hand. For example, the question "*The happiness of future generations of Americans may well depend upon how effective and how immediate we can make our aid felt*" (Four Freedoms, 1941)

When we analyze the speech "**I Have a Dream**" of Martin Luther King Jr. there is an example of the repetition: "I have a dream" to emphasize the importance of his vision of racial equality: "*I have a dream that one day this nation will rise up and live out the true meaning of its creed: "We hold these truths to be self-evident, that all men are created equal"*". Repetition is a powerful technique that King uses to emphasize his message. He repeats the phrase "one hundred years later" to highlight the fact that despite the Emancipation Proclamation, the Negro is still not free. He also repeats the phrase "we cannot be satisfied" to express the ongoing struggle for justice and equality.

One of the examples of the translation of expressive means into English during the political speeches of the President of Ukraine, Volodymyr Zelenskyi, is the use of idioms and expressions that are typical of the English language in order to achieve the effect of the speech and attract the attention of the English-speaking audience. For example, during his **speech at the UN in September 2019**, he used the idiom "*elephant in the room*" to show a pressing issue that needs attention but may be unspoken or ignored. He said: "*Let's talk about the elephant in the room. Actually, I'm sorry, there are two of them*". (*Давайте говорити про слона в кімнаті. Справді, вибачте, є два з них*). This is an expression of vulnerable criticism of Russian aggression in the east of Ukraine, using a well-known English idiom in order to clearly convey the importance of the problem and its acute urgency. In his speech in February 2023 during a visit to Great Britain, Volodymyr Zelenskyi used the following expressions: *come out of top – перемагати, paves the way for a new history – прокладає шлях до нової історії, on the day Victory comes – у день перемоги*. The meaning of "*we both struggle for peace*" is «*ми хочемо миру*», because we can achieve it only during the struggle. Metaphor is considered the most common artistic device in political speeches, because the transfer of concepts based on similarities are interesting interspersions in the text.

*The methods of the research include:*

1. Textual analysis: This involves closely examining the language and structure of the speeches to identify the expressive means used, such as metaphors, similes, repetition, contrast, rhetorical questions, and idioms.

2. Comparative analysis: This involves comparing and contrasting the speeches of different politicians to identify common themes, patterns, and techniques used to persuade and influence the audience. This method could also involve analyzing how the expressive means used in the original speeches are translated into other languages.

3. Discourse analysis: This involves examining the social and cultural context in which the speeches were made, as well as the power dynamics and relationships between the speaker and the audience.

### Discussion and results

One of the most common expressive means used in political speeches is metaphor. Metaphors are often used to create vivid imagery and convey complex ideas in a concise and memorable way. However, translating metaphors can be particularly challenging as they often rely on cultural and historical references that may not be familiar to the target audience.

For example: "Labour's Achilles' heel has been government spending, which blew out in significant fashion in 2008, the last year Labour was in power". – «Ахіллесова п'ята Лейбористської партії – державні витрати, які були суттєво роздуті у 2008 році, – останньому році, коли Лейбористська партія була при владі» (Gudmanyan, Sitko, Yenchewa, 2017: 120)

Another common expressive means used in political speeches is **hyperbole**. Hyperbole is a rhetorical device used to exaggerate a point for emphasis or effect. Translating hyperbole can be challenging as it often involves finding an equivalent expression in the target language that conveys the same level of exaggeration or emphasis. In some cases, the translator may need to tone down the hyperbole to make it more appropriate for the target audience. One of the important means of conveying expressiveness is hyperbole, which is in its own right semantic organization contains only those semantic features of lexemes that have this "degree": "We will rid the world of the evil-doers," Mr. Bush said, adding a moment later, "They have roused a mighty giant, and make no mistake about it, we're determined" (Purdum, 2001). – «Ми позбавимо світ від злочинців, – сказав Буш, додавши трохи згодом, – Вони збудили могутнього велетня і не помилилися, ми переконані». The word giant itself contains a hyperbolic sema of the major degree "size" signs. Combining it with the word mighty not only doubles the degree of this sign, but also adds another step of the sign "strength" to it.

**Irony** is another expressive means that is often used in political speeches. Irony is a rhetorical device that involves saying one thing but meaning the opposite. Translating irony can be particularly challenging as it often involves understanding the speaker's intent and tone. Irony may also rely on cultural and linguistic nuances that may not be directly translatable.

Political speeches may use **rhetorical devices** such as alliteration, parallelism, and repetition. Translating these devices often involves finding equivalent expressions in the target language that convey the same effect. The translator should ensure that the structure of the expression in the target language is preserved, the arguments are reproduced in accordance with the context and purpose of the speech. Anaphora develops the flow of thoughts and strengthens its meaning. Barack Obama can undoubtedly be called a lover of anaphora, because after analyzing only one of his speeches, namely the first inaugural speech, we found many cases of the use of this figure.

Below are some of them: "For us, they packed up their few worldly possessions and traveled across oceans in search of a new life. For us, they toiled in sweatshops and settled the West; endured the lash of the whip and plowed the hard earth. For us, they fought and died, in places like Concord and Gettysburg; Normandy and Khe Sahn" (The Presidency/Presidential speeches, 2019). «Заради нас збирали вони свої скромні пожитки та подорожували через океан у пошуках нового життя. Заради нас тяжко працювали вони в майстернях та оселялися на Заході, терпіли удари батога та обробляли невіддатливу землю. Заради нас вони билися і помирали в таких місцях, як Конкорд та Геттісберг, Нормандія та Кхесань» (Prutnik, Tejlor, 2009: 140)

It is important to consider the context and style of Joe Biden's speeches when translating expressive means, as they can change depending on the situation, the audience and the purpose

of the speech: *"We stand at the threshold of a new era of transformation, where the impossible becomes possible, where we can pave the way to a more just, equal, and prosperous future for all Americans"* (Inaugural Address, 2021). The translation: *«Ми стоїмо на порозі нової ери перетворень, коли неможливе стає можливим, коли ми можемо прокласти шлях до більш справедливого, рівного та процвітаючого майбутнього для всіх американців»*.

Queen Elizabeth II is a highly regarded speaker who has delivered numerous speeches over the course of her long reign. Her speeches are often characterized by the use of various expressive means, which are used to convey her message with greater impact and effectiveness. When reproducing these expressive means from English into Ukrainian, there are several peculiarities that need to be considered. One of the most important aspects of reproducing expressive means from English into Ukrainian is understanding the cultural differences between the two languages. Another important aspect is the linguistic differences between English and Ukrainian. The two languages have different grammatical structures, which can make it difficult to reproduce certain expressions accurately.

Here are some examples of how expressive means are reproduced from English into Ukrainian in **speeches of Queen Elizabeth II**:

1. **Metaphors and Similes**: Queen Elizabeth often uses metaphors and similes to illustrate her points and make her speeches more memorable. For example, in her speech on the occasion of her Diamond Jubilee, she stated: "As we look for new answers in the modern age, I for one prefer the tried and tested recipes, like speaking well of each other and respecting different points of view; coming together to seek out the common ground; and never losing sight of the bigger picture". In this passage, the metaphor of "tried and tested recipes" and the simile of "coming together to seek out the common ground" are used to emphasize the importance of tradition and unity.

2. **Repetition**: Queen Elizabeth often repeats key phrases and words to emphasize her message and make it more memorable. For example, in her speech on the occasion of her Diamond Jubilee, she stated: "I hope that memories of all this year's happy events will brighten our lives for many years to come. Above all, I thank my family for supporting me in my role, and for the honour of serving our country over these sixty years" (Bradford, 2011: 276). In this passage, the repetition of the phrases "many years to come" and "sixty years" reinforces the significance of the occasion and the Queen's gratitude.

3. **Rhetorical Questions**: Queen Elizabeth often uses rhetorical questions to engage her audience and encourage reflection. For example, in her speech on the occasion of her Golden Jubilee, she stated: "But what's happened in the world since 1952? In these fifty years, we have seen the triumph of the human spirit over adversity". In this passage, the rhetorical question "But what's happened in the world since 1952?" is used to encourage the audience to reflect on the progress and challenges of the past fifty years.

4. **Allusions**: Queen Elizabeth often uses allusions to historical events and cultural figures to connect with her audience and emphasize her message. For example, in her speech on the occasion of her Diamond Jubilee, she stated: "Prince Philip and I were lucky enough to visit this great city of Nottingham soon after we were married - and have been back many times since."

At the purely syntactic level of expressive means, expressive grammatical constructions are distinguished. In the above speech of John F. Kennedy, we find the following lines: *"Nor will it be finished in the first one thousand days"* (The Presidency/Presidential speeches, 2019) *«Не завершуть цього ні за першу тисячу днів»*. In the text of a political speech, inversion helps to emphasize a problem or situation in the country, which, unfortunately, the author of the translation did not pay attention to, and therefore, in our opinion, it leads to the transfer of accents and an incorrect reproduction of the logical center. After analyzing the inaugural speeches of Bill Clinton, we see that he often appeals to rhetorical question. For example: *"My fellow Americans, as we look back at this remarkable century, we may ask, can we hope not just to follow but even to surpass the achievements of the 20th century in America and to avoid the awful bloodshed that stained its legacy?"* (The Queen's Christmas Broadcasts, 2021). – *«Пригадуючи наше визначне сторіччя, ми питаємо себе: чи зможемо ми не лише*

повторити, а навіть перевершити досягнення Америки у столітті двадцятому і уникнути того жахливого кровопролиття, яке заплямувало її спадщину?» (Prutnik, Tejlor, 2009: 132).

Martin Luther King Jr. employs **metaphors** to communicate complex ideas in a simple and easy-to-understand manner. For instance, he uses the metaphor of a "check" to describe the unfulfilled promise of equal rights in America. He also uses the metaphor of a "bank of justice" to describe the nation's potential for equality and justice. Parallelism is used to create a sense of rhythm and balance in his speech. For example, he says, *"Now is the time to make real the promises of democracy. Now is the time to rise from the dark and desolate valley of segregation to the sunlit path of racial justice"*. Anaphora is a technique in which a word or phrase is repeated at the beginning of successive clauses or sentences. King uses anaphora to create a sense of urgency and to drive home his message. For example, he says, *"Now is the time"* several times throughout the speech (King, 1963).

As for the rhetorical devices, they are often used by Boris Johnson. Among them there are repetition, antithesis, metaphors and others to strengthen his arguments and affect his audience emotionally. Translating such rhetorical devices may require the translator to be able to find effective equivalents in the target language that preserve the author's intent. Here are some examples of the translation of rhetorical questions found in JFK's speeches: 1. *"And so, my fellow Americans: ask not what your country can do for you - ask what you can do for your country"*. Translation: *«Тож, мої співгромадяни американці: не питайте, що ваша країна може зробити для вас - запитайте, що ви можете зробити для своєї країни»*. 2. *"If not us, who? If not now, when?"*. Translation: *«Якщо не ми, то хто? Якщо не зараз, то коли?»*.

### **Conclusions and prospects**

In conclusion, political speeches are often characterized by their emotive and persuasive language, which can be difficult to translate accurately without losing the original message and style of the speaker. In this article we've analyzed some peculiarities of reproducing expressive means when translating speeches of the prominent politics. In order to achieve all goals, we worked with official sites of Presidents, their speeches and articles. Through the analysis of examples of expressive means in political speeches, it becomes clear that translators should take into account not only the linguistic and cultural differences between the source and target languages but also the context of the speech and the intended audience. It is important to maintain the integrity of the original message and style of the speaker while also adapting the translation to suit the linguistic and cultural nuances of the target audience. This requires a deep understanding of both the source and target languages and cultures and an ability to effectively communicate the message and style of the speaker across linguistic and cultural boundaries. Our study has highlighted the importance of working with native speakers of the target language to ensure accuracy and cultural sensitivity and reviewing the translated speech for clarity, coherence, and persuasiveness. We have also emphasized the need to understand the nuances of translating expressive devices to enhance cross-cultural communication and foster global cooperation.

Moving forward, further research could investigate the impact of translated political speeches on the attitudes and behaviors of the target audience. Additionally, with the advancements in machine translation and natural language processing technologies, it would be interesting to explore the role of these tools in reproducing expressive means in political speeches translation. By understanding the peculiarities of reproducing expressive means in political speeches, translators can produce high-quality translations that effectively communicate the intended message and style of the speaker to audiences around the world.

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