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DOI <https://doi.org/10.30525/978-9934-26-383-5-35>

**THE STRATEGIES OF ACHIEVING SEMANTIC
AND PRAGMATIC EQUIVALENCE IN POLITICAL SPEECHES
TRANSLATION**

**СТРАТЕГІЇ ДОСЯГНЕННЯ СЕМАНТИКО-ПРАГМАТИЧНОЇ
ЕКВІВАЛЕНТНОСТІ У ПЕРЕКЛАДАХ ПОЛІТИЧНИХ ПРОМОВ**

Onyshchak H. V.

*Candidate of Philological Sciences,
Associate Professor,
Associate Professor at the Department
of English Philology
Uzhhorod National University
Uzhhorod, Ukraine*

Онищак Г. В.

*кандидат філологічних наук, доцент,
доцент кафедри англійської філології
ДВНЗ “Ужгородський національний
університет”
м. Ужгород, Україна*

Popovych Ye. V.

*Lecturer at the Department
of English Philology
Uzhhorod National University
Uzhhorod, Ukraine*

Попович Є. В.

*викладач кафедри
англійської філології
ДВНЗ “Ужгородський національний
університет”
м. Ужгород, Україна*

Contemporary society is distinguished by pervasive cross-cultural communication facilitated by technological advancements. People leverage the latter to engage in discourse, exemplifying a paradigm wherein the media, press, radio, television, cinema, and, notably, the Internet serve to disseminate political concepts, beliefs, and ideas across geographical boundaries. O. Jabali maintains that “politics cannot be carried out without a code because human interaction requires a language and that linguistic discourse is directly contained in and shaped by socio-cultural, ideological, and historical surroundings” [2, p. 83]. Therefore, language, politics, and broader societal contexts are elaborately interwoven in contemporary communicative landscapes.

Most linguistic examination of political texts and speeches entails exploring politicians’ lexical choices and syntactic structures to discern their

communicative objectives – specifically, how they endeavor to shape public cognition and behavior in a particular manner. However, it is urgent to scrutinize political discourses for enhanced comprehension of pragmatic aspects in their translation and interpretation of politicians' aims and intentions.

Political speeches are viewed as a distinct genre of discourse due to their “pragmatic loading and persuasive force” [4, p. 379]. The former pose unique challenges in the realm of translation since “only the matter of word choice and structure cannot be the determining factors in the act of translation” [1, p. 54]. Furthermore, M. Kadrić, S. Rennert and C. Schäffner state that “purely semantic accuracy could even convey a false impression of the speaker – the pragmatic level and the overall interaction are equally important” [3, p. 62]. Therefore, the distinct interplay of semantics and pragmatics in them requires translators to navigate the lexical and syntactic aspects efficiently and regard the socio-cultural and rhetorical dimensions.

One fundamental aspect of achieving equivalence in political speeches is the meticulous selection of vocabulary and sentence structures to convey the intended meaning accurately. Adopting parallel syntactic structures, for instance, facilitates the preservation of rhetorical devices and stylistic elements present in authentic speech. The translator may “make decisions at the translatorial and meta-translatorial level to express meaning more explicitly or vaguely, or to modify the expression to ensure it evokes the intended reaction or to prevent it from triggering associations that were not intended by the speaker” [3, p. 63]. Moreover, decisions may be made to modify expressions, thereby ensuring the elicitation of the intended reactions or forestalling associations unintended by the speaker. This endows translators with a markedly dynamic and interactive role in the communicative process, affording them substantial influence over the communication's flow and potential outcomes.

Political speeches are deeply embedded in socio-cultural contexts, and successful translation demands a keen understanding of these aspects. Translators must be acutely aware of cultural connotations associated with specific words or phrases, ensuring the translated speech resonates with the target audience. Therefore, adapting cultural references and contextualizing them appropriately enhances semantic equivalence while maintaining the rhetorical impact [5, p. 169].

Pragmatic equivalence is directly linked to the speaker's communicative intent and the audience's expectations. Achieving this requires translators to decipher the pragmatic functions of various speech acts, such as promises, requests, or assertions, and reproduce them in the target language with due consideration for politeness, modality, and illocutionary force. Maintaining

the speaker's intended persuasive effect is paramount, demanding a balance between fidelity to the source text and adaptability to the target language context.

Political speeches often employ rhetorical devices and stylistic expressive means to enhance persuasiveness and evoke emotional responses. Translators must not only identify these devices but also skillfully recreate them in the target language to ensure the preservation of the intended speech's impact. Whether it be anaphora, parallelism, or metaphor, the translator's ability to mirror these elements contributes significantly to achieving equivalence in both semantic and pragmatic dimensions.

Translating political speeches requires a multifaceted approach, integrating lexical, syntactic, socio-cultural, and pragmatic strategies. Translators must navigate the intricate interplay of semantics and pragmatics to faithfully convey the speaker's intended meaning while adapting to the target audience's linguistic and cultural expectations. As political discourse continues to evolve, so must the strategies employed in its translation.

The prospects for future research lie in conducting a comparative analysis of different translation strategies employed in political speeches translation from English into Ukrainian.

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