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## TRANSLATING IDIOMS IN POLITICAL DISCOURSE

### ПЕРЕКЛАД ФРАЗЕОЛОГІЧНИХ ОДИНИЦЬ У ПОЛІТИЧНОМУ ДИСКУРСІ

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The emergence of political discourse has been a direct consequence of the dynamic expansion of international interactions, the establishment of independent states, and the strengthening of cultural and political ties. This expansion has fostered a global landscape where discourse serves as a critical tool for shaping, negotiating and disseminating political ideologies across diverse linguistic and cultural boundaries. In this regard, the translation of idioms in political discourse presents a complex challenge, as idioms are deeply rooted in cultural and linguistic subtleties that may not have direct equivalents in the target language.

Political discourse, with its unique blend of formal rhetoric and figurative language, often employs idioms to convey ideas persuasively and evoke specific emotional responses from the audience. Consequently, translating these expressions requires more than mere linguistic proficiency. As “the lack of lucidity caused by the differences between the two language systems makes the problem even more significant” [1, p. 17], the former demands an understanding of both the cultural and ideological contexts in which the idioms are embedded. Failure to adequately translate idioms in political texts can lead to misinterpretation or loss of meaning, which may, in turn, affect diplomatic communication and cross-cultural understanding.

It is important to note that political discourse manifests in various types of language activity, both in spoken and written forms. The spoken form

includes public addresses by politicians, their speeches on radio and television, interviews, press conferences, parliamentary debates, as well as news broadcasts on television and radio. The written form of political discourse encompasses a range of documents such as treaties, protocols, agreements, political news columns in the press, as well as political posters and leaflets.

Political speeches broadcast on television offer a unique and valuable medium for comparative translation analysis of idioms due to their wide reach and direct impact on audiences. As Onyshchak et al. note, televised political speeches are increasingly becoming a key tool in bridging the gap between politicians and citizens [3, p. 379]. This heightened visibility allows idioms and culturally-specific language to be presented to a diverse, multilingual audience.

In the translation of idioms in political discourse from English to Ukrainian, several strategies can be employed, depending on the degree of equivalence between the source and target languages. One of such strategies, frequently used when idiomatic expressions align closely across languages, is the application of complete equivalence. For instance, *When he put pen to paper, the President said, "If my name ever goes down into history it will be for this act and my whole soul is in it."* [2] – *Коли президент торкнувся пером паперу, він сказав (я цитую): "Якщо колись моє ім'я увійде в історію, це станеться завдяки цьому акту, який я підтримую всією душею"* [4]; *Politics need not be a raging fire destroying everything in its path* [2]. – *Політика не повинна бути пекучим вогнем, який знищує все на своєму шляху* [4]; *That our America secured liberty at home and stood once again as a beacon to the world* [2]. – *Америка забезпечила свободу на своїй території та в черговий раз стала орієнтиром для всього світу* [4]. This approach is particularly useful as the idioms share similar cultural significance, allowing for a seamless understanding between speakers of both languages. Furthermore, this strategy effectively preserves both meaning and emotional resonance in translation.

The second strategy of translation is partial equivalence, which occurs when the translated variant of a phraseological unit conveys the same meaning but differs grammatically or lexically. For example, *Here we stand, in the shadow of a Capitol dome that was completed amid the Civil War, when the Union itself hung in the balance* [2]. – *Тут ми стоїмо в тіні купола Капітолію, як уже згадувалося раніше, завершеного в розпал Громадянської війни, коли сам Союз буквально висів на волоску* [4]; *And so today, at this time and in this place, let us start afresh* [2]. – *Отже, сьогодні, в цей час, в цьому місці, почнім все з чистого аркуша* [4].

In the first example, the phrase *hung in the balance* is translated as *висіє на волоску*. While both phrases convey uncertainty regarding the fate of the Union, the Ukrainian expression uses a different lexical choice that captures the same metaphorical essence. This adaptation highlights the necessity of considering cultural context and idiomatic usage in translation. Similarly, in the second example, the translation effectively conveys the idea of beginning anew, though it employs a different grammatical structure and a more colloquial expression in Ukrainian.

At times, the translator employs an analogue of the phraseological unit from the contrasting language that is grounded in a different imagery: *We look ahead in our uniquely American way – restless, bold, optimistic – and set our sights on the nation we know we can be and we must be* [2]. – *Ми дивимося вперед на наш унікальний американський шлях, невтомний, сміливий, оптимістичний, і встановлюємо наші цілі, цілі нації, котрої – ми знаємо – ми можемо і повинні бути* [4]. The phrase typically conveys a sense of aspiration and direction, emphasizing goals or ambitions. The translation shifts from the more metaphorical “*sights*” to the more tangible “*цілі*”. Despite the shift in imagery, the overall message remains intact: a call to action and a commitment to a collective vision for the future.

In conclusion, the complexities inherent in translating idioms within political discourse emphasize the vital interplay between language, culture, and ideology. As global interactions continue to expand, the significance of effective translation becomes increasingly apparent, particularly in the context of political communication, where the precise conveyance of meaning is essential. The strategies of full and partial equivalence allow translators to maintain the emotional and cultural resonance of the source language text. Ultimately, the ability to adapt idiomatic expressions thoughtfully not only enhances cross-cultural understanding but also fosters more effective diplomatic dialogue.

The prospects for future research lie in conducting a comprehensive analysis of political language translation from Ukrainian into English.

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**LEXICAL FEATURES OF THE TRANSLATION OF ENGLISH-  
LANGUAGE MEDIA TEXTS INTO UKRAINIAN  
(BASED ON THE MATERIAL OF THE ONLINE NEWS  
NEWSPAPER "BBC NEWS")**

**ЛЕКСИЧНІ ОСОБЛИВОСТІ ПЕРЕКЛАДУ АНГЛОМОВНИХ  
МЕДІАТЕКСТІВ НА УКРАЇНСЬКУ МОВУ  
(НА МАТЕРІАЛІ НОВИННОЇ ІНТЕРНЕТ-ГАЗЕТИ «BBC NEWS»)**

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Загально відомо, що мова виступає унікальним засобом спілкування в усіх галузях людської діяльності. Відбір мовного матеріалу залежить від того, яким способом, де й з якою метою вона застосовується. Різні завдання спілкування зумовлюють розшарування літературної мови на певні функціональні різновиди або стилі. Специфіка кожного стилю витікає із особливостей функцій мови в даній сфері спілкування.