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Науковий керівник: доктор
філологічних наук, професор
Кравченко Наталія Кимівна

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Kyiv National Linguistic University
Department of English Philology and Philosophy of Language / Department of
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«Metaphors in English and Ukrainian Political Discourse: Comparative Aspect»

Branets Yaroslava

Group Pa 16-20

Germanic Philology and Translation Faculty

Research Adviser

Assoc. Prof.

PhD (Linguistics)

Kravchenko N.K.

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Introduction

Chapter 1

Theoretical issues of translation metaphors

Translation metaphors is the interpretation of the meaning of a text in one language and the creation of an equivalent text in another language that conveys the same message. A metaphor is a figure of speech that describes an object or action in a way that is not literally true but helps to explain an idea or make a comparison.

Here are the basics:

A metaphor states that one thing is another. It equates these two things not because they are actually the same, but for the sake of comparison or symbolism

If you take the metaphor literally, it will probably sound very strange.

Metaphors are used in poetry, politics, science, literature, anytime someone wants to add color to their language.

Translation metaphors must take into account a number of constraints, including the context, the grammar rules of the two languages, their writing conventions, their idioms, and so on. So, as has been recognized since at least the translator Martin Luther, a man translates best into the language he knows best. Traditionally, translation metaphors have been a human activity, although attempts have been made to computerize or otherwise automate the translation metaphors of natural language texts (machine translation metaphors) or to use a computer as an aid to translation metaphors (computer-assisted translation metaphors). Perhaps the most common misconception about translation metaphors is that there is a simple word-for-word relationship between any two languages, and therefore translation metaphors are a direct and mechanical process. On the contrary, historical differences between languages often dictate differences of expression. Therefore, the source and target texts may differ significantly in length. In addition, translation metaphors are always associated with uncertainty, as well as the possibility of unintentional "flowing" of idioms and usages from one language to another, creating linguistic hybrids , for example, "Franglais" (French-English), "Spanglish" (Spanish-English) and "Poglish" (Polish-English).

Metaphors for translating technical texts (guides, instructions, etc.) More specifically, texts that contain a large amount of terminology, that is, words or phrases that are used (almost) only in a particular field, or that describe that field in great detail. Translating metaphors from research papers, theses, conference papers, and other publications from one language into another. The special technical vocabulary used by researchers in each discipline requires that the translator of scientific texts have both technical and linguistic expertise.

1.1 Development of translation metaphors notion in linguistics

Among the many problems studied by modern linguistics, an important role is played by the study of linguistic aspects of interlanguage activity, called translational metaphor or translational activity. A metaphor for the ancient activities of man. Because throughout human history there have been groups of people who speak different languages, bilingualism has become relevant because it facilitates communication between different languages. Then came writing, and along with oral translators came written translators. They translated a variety of official, religious, and business texts. From the very beginning, metaphors of translation have played an important social function, allowing people to communicate in different languages. The spread of written translation metaphors gave people access to the cultural achievements of other peoples and made possible the interaction and intersaturation of literatures and cultures. Knowledge of foreign languages allows you to read books originally written in those languages.

The first to analyze metaphors for translation were the translators themselves who tried to generalize their experience the ancient translators discussed the degree of accuracy in the metaphors of early bible translations or the metaphors of translations of other materials that were considered sacred and exemplary we can find a literal approach to interpreting the original text that sometimes leads to partial or even complete misunderstanding of the metaphors of translation therefore later translators sought theoretically to assert the translators right to reasonable variation in the content of the original text which meant interpretation of the meaning and impression from the original text rather than literal description

The foundations of scientific theory of translation metaphors started to be developed in the middle of XXth century when the problematics of translating appeared to be urgent amongst linguists. Before that period it was thought that translation metaphors is not the issue of linguistic range. Translators themselves considered linguistic aspects to be non-significant but totally technical role. The translator was supposed to be fluent both in source and target languages but knowledge of the language was just a preliminary condition and did not cover its meaning.

By the middle of the 20th century, attitudes toward translation metaphor had changed and systematic study began. During this period, a high priority was given to the translation of political, commercial, political, and other metaphors. In these types of translational metaphors, the writer's individual style did not matter. In this regard, more and more attention has been paid to the fundamental difficulties of translation metaphors, related to the different structures and functions of languages in the process. The importance of linguistic units was emphasized by more precise requirements for translation metaphors. During the metaphorical translation of such material, it was not enough to get the "general" metaphors of the translation, as the metaphor of the translation had to ensure that the information was conveyed in all details down to the meaning of the individual words. It was necessary to discover the linguistic significance of this process, what factors identify it, and what range they have to transmit information.

1.2 Metaphors in political discourse

In 1952, the American researcher C. Harris used "discourse" as an independent term. Around the same time, the term "discourse" was used by J. It's the Habermas. By discourse, he meant a communication of a special kind, a specific dialogue, aimed at an unbiased analysis of reality, devoid of the investigator's subjectivity. Participants in linguistic communication (discourse) analyze reality by renouncing existing stereotypes in consciousness and embedded in language. Discourse here is, rather, a way of acquiring true scientific knowledge. In this interpretation, discourse serves as a tool for understanding reality.

So, in my opinion, the main task of political discourse is to instill and propagate certain ideas and views, in order to realize the political tasks associated with the

establishment of power. Political discourse is characterized by the following characteristics: relations of domination and subjugation; influence on the feelings of listeners (speech of the speaker affects to some extent the emotional state); the main task of political discourse is to establish power and authority.

Political speech as an important component of political discourse is a powerful tool for manipulating and influencing audiences especially the consciousness of the electorate in order to promote ones own political views argumentation and illustration are important in speech because they confirm the truth of information and affect the emotional state of the subject of this type of communication.

1.3 Types of translation metaphors

Although the main characteristics of translation metaphors can be observed in all examples of metaphor translation from one language to another, different types of translation metaphors can be distinguished depending on the predominant communicative function of the source text or the form of language involved in the process of metaphorical translation. Thus, we can distinguish metaphors of literary and informative translation, on the one hand, and metaphors of written and oral translation (or interpretation), on the other hand.

Literary translation metaphors deal with literary texts, ie. d. works of fiction or poetry, the main function of which is to make an emotional or aesthetic impression on the reader. Their communicative value depends primarily on their artistic quality, and the primary task of the translator is to reproduce this quality in translation metaphors..

Informative translation metaphor is the transfer of non-literary texts into the target language, the main purpose of which is to convey a certain amount of thoughts, to inform the reader. However, if the source text is of some length, the metaphors of its translation can be called literary or informative only as an approximation. An literature text may indeed include some parts of a purely informational nature. On the contrary, informative translation metaphors may contain some elements aimed at achieving an aesthetic effect. Within each group, further gradations can be made to reveal more specific problems of literary or informative translation metaphors. (2.7; 34.97)

It is known that literary works are divided into several genres. The metaphors of literary translation can be divided in the same way, as each genre requires a certain arrangement and uses certain artistic devices to impress the reader. Translators of prose, poetry or plays have their own problems. Each of these forms of literary activity includes a number of subgenres, and a translator can specialize in one or more of them according to his talents and experience. The specific tasks inherent in the metaphors of translating literary works of each genre are more literary than linguistic. The great challenge for the translator is to combine maximum equivalence and high literary significance. (5,10; 34,49)

A translator of a literary text is expected to carefully study the literary direction to which the text belongs, other works of the same author, metaphors of his individual style and manner, etc. This applies to both linguistic reasoning and literary criticism skills. A good literary translator must be a versatile scholar and a talented writer or poet.

A number of subdivisions can also be proposed for metaphors of informative translation, although the principles of classification here are somewhat different. Metaphors of translation of political texts, newspaper materials, official papers and some other types of texts such as public speeches, political and propaganda materials, advertisements, etc. can be distinguished here, which are, so to speak, intermediate, that there is a certain balance between expressive and referential functions, between argumentation and emotional appeal. (13; 21)

The translational metaphor of political materials plays the most important role in our time of revolutionary technological progress. There is hardly a translator or interpreter today who does not have to deal with technical issues. Even a "purely" literary translator often encounters purely technical things in fiction or even in poetry. An in-depth theoretical study of the peculiarities of technical translation metaphors is an urgent task of the linguistics of translation metaphors, while the training of technical translators is the main practical problem.

In the metaphors of technical translation, the main goal is to identify the situation described in the original. The predominance of the referential function is a serious challenge for the translator, who must be well versed in technical terms and understand

the subject well enough to be able to give an adequate description of the situation, even if this is not fully achieved in the Original. A technical translator is also expected to follow the stylistic requirements of political materials in order to make the text acceptable to a specialist.

When the translator finds the headline "Minister showed his teeth at the press conference" in the newspaper text, which only means that this minister took a decisive position on this issue, he will think twice before mentioning the minister's teeth in the metaphors of the Ukrainian translation. He prefers to use a less expressive way of wording so as not to violate generally accepted norms of Ukrainian newspaper style.

1.4 Pragmatics of translation metaphors

Words in a language are related to certain referents they denote and to other words of the same language with which they form syntactic units. These relations are called semantic and syntactic, respectively. Words are also connected to the people who use them. For those who use language, its words are not mere, unemotional labels of objects or ideas. People develop a certain attitude and traditional meaning to the words they use.

Linguistics and typology of texts.

By means of analysis the translator is to identify what type of texts needs to be translated. The same as during the assessment of translation metaphors it is required to have a clear picture of the text type to avoid incorrect characteristics of text assessment. Typology of the texts that complies with translation metaphors process and spread for all types of texts is the reason of correct assessment of translation metaphors . There is a number of tries to develop such a typology of texts that will allow to make conclusions regarding the principles of translation metaphors or regarding the choice of special methods of translation metaphors . This fact reveals the understanding that the methods of translation metaphors are not only identified by readers group and specification of translation metaphors .

One of the visible achievements of modern linguistics is the impetuous development of its new branch - the linguistics of the text - within last decades. This new linguistic discipline, the object of which is the coherent text - the completed

sequence of the statements, united with each other by semantic connections, has put before itself a task to state the essence of these connections and ways of their realization, to find out the system of grammatical categories of the text with its substantial and formal units, to describe the essence and organization of conditions of the human communication using the material of the text.

One of the problems of linguistics of the text traditionally connected with the theory of translation metaphors is the actual partitioning or the functional prospect of the sentence. Fruitful for the theory of translation metaphors is, in particular, ascending to F. Danesh idea of a thematic progression, according to which the theme cement the text, while rheme serves for transference of new information.

Chapter 2

Lexical and grammatical metaphors of political texts

Any political text, regardless of its content and nature, can be quite accurately translated from one language to another, even if the work of art requires such a field of knowledge for which there is no corresponding nomenclature in the language of translation metaphors. In such cases, the translator often resorts to interpretation, but it becomes a necessary nomenclature of implementation in the field of production or those scientific circles that deal with these problems.

In order to provide valuable translation metaphors, it is necessary for the translator to provide the following requests:

1. A meaningful acquaintance with the text and the subject under consideration.
2. Complete knowledge of the language of the work and its lexical and grammatical features compared to the native language.
3. Knowledge of the basics of the theory of translation metaphors, as well as techniques of technical translation metaphors and the ability to use them.
4. A clear introduction to the nature of the political functional style in both the original language and the native language.
5. Acquaintance with accepted conventional signs, abbreviations (cuts), systems of weights and measures, both in the original language and in the native language.

Good command of the native language and correct use of phraseology and nomenclature.

2.1 The characteristic of the political language

After studying the material of political texts, some features can be identified:

1. Absence or non-transmission of emotional color.

This feature mainly determines the absolute convertibility of political texts, since the reader should not have foreign associations, he should not read between the lines, be fascinated by wordplay and puns. The purpose of the author of the text is to describe this or that phenomenon or action, this or that subject or process.

It should be noted that the English language is characterized by imagery that cannot be transferred to Ukrainian translation metaphors.

Example : We must not allow plunging the world into a new nuclear arms race(‘Statement by the President of Ukraine during the General Debate of the 71st session of the United Nations General Assembly’ New York, September 21, 2016)

The metaphorical image of diving into water is associated with possible danger. A politician understands that it is impossible to endanger the security of other states and expose them to a new arms race. Socio-political life is transport. Any changes represent movement, goals are specific destinations, and modes of transport are ways to achieve a goal.

2. Metaphor is widely used to manipulate public consciousness, create political mythology and suggestion. Language in political discourse is primarily a tool of influence (persuasion and control). Manipulation is understood as messages that are not realized by the addressee as a motivation to influence, create an opinion and form stereotypes of behavior through a positive/negative, interpretive/creative language image. Any political event causes the appearance of new stable phraseological phrases, which are fixed in the language for a short or long period of time, depending on the significance of the event. But this does not mean that with the end of certain political events in society, political phraseological innovations on a metaphorical basis also disappear from the language without a trace. Some of them move to the periphery, others lose their exclusively socio-political content and move to the category of "household", the third most vividly function in political communication regardless of

political situations and at the same time do not lose their expressiveness and significance.

The tentacles of terrorism are wrapping more countries and continents('Statement by the President of Ukraine during the General Debate of the 71st session of the United Nations General Assembly' New York, September 21, 2016).

Literally, it can be translated that the tentacles or tentacles of terrorism are capturing more and more countries and continents in the sense that terrorist activities are spreading and the number of countries that have become victims of such attacks is constantly growing.

Socio-political life is war. Political struggle is often conceptualized in terms of a military metaphor. The figurative meanings of words and phrases taken from military terminology are actively being formed. Let's give an example:

Set the captives free, stop shooting, withdraw weapons, let the OSCE carry out its mandate and watch over the Ukrainian-Russian border without hindrance...('Statement by the President of Ukraine during the General Debate of the 71st session of the United Nations General Assembly' New York, September 21, 2016).

The primary meaning of the word(withdraw) is to take away, to remove, to move away, but in the context(withdraw weapons) it will be translated as to withdraw weapons, or to take away weapons and artillery from the place where hostilities are taking place, to retreat. Social and political life - construction, home. Man, apart from the nature created by God, lives among artifacts, creating things and building houses. The image of construction and home is associated with the process of improving something, dynamics, plans for the future.

3.We consider it a professional challenge for the translator to reproduce Ukrainian axiologists in English, which are innovative or occasional metaphors, which is mainly carried out with the help of explication (41.7%).

"Yes position opponents of Ukraine's accession to NATO ironically is parodied in the text of the newspaper article by creating an occasional metaphor of the economy of Ukraine "lie down"".

Про НАТО є дуже багато міфів – один із них, що після вступу до Альянсу військово-промисловий комплекс України «загнеться» й економіка України «ляже». [Д 9.02.2008]

In translation a unit with a negative connotation is used to fail in the literal sense, which allowed the translator to explain the meaning of this metaphor clearly enough, in my opinion:

One of them is that Ukraine's military-industrial complex will collapse and the economy will fail after our country joins the Alliance [D 12.02.2008].

The translation of political metaphors can also be marked by information losses caused by cross-linguistic and cross-cultural asymmetry and the socio-cultural context of creating translations. At the same time, as the analysis of the illustrative material showed, the greatest loss of information is carried connotative semantics of metaphorical and allusive units:

(...куди не подивись, все тонко. А там, де тонко – там і рветься. [Янукович 7.06.2007] / ...where've you look there is instability. [Yanukovych 27.06.2007]).

It is also worth noting that during translation the structure of the political text must be preserved language assessment: subject, object, basis and nature of assessment. Reproduction of metaphorical units, which are the carriers of the assessment, marked by a change in the expression of certain components of the language structure evaluations. So indirect ways of expressing the object and the evaluative predicate are replaced by direct ones when explicating the metaphorical axiologeme:

(... бюджетне питання в СП винесли за дужки... [Д 19.07. 2008] / ... the Presidential Secretariat ignored the budget question... [D 22.07.2008]).

2.2 Analysis of terminology in political style

Let's consider the political discourse from the side of scientific texts and scientific prose.

The language of science is subject to the purpose of the functional style of scientific prose, which consists in proving a hypothesis, creating new concepts, revealing the internal laws of existence, development, connections between various

phenomena, etc. , therefore, tend to be objective, precise, unemotional and devoid of any individuality; there is a desire for the most generalized form of expression.

The first sign of this style is a logical sequence of statements with a clear indication of their relationship and interdependence, therefore, in no other functional style is there such a developed and diverse system of conjunctions as in scientific prose. In a scientific text, official words are most often used; conjunctions and prepositions.

The first 100 most frequent words of this style comprises the following units:

- a) prepositional phrases: in view of, in spite of, in common with, on behalf of, as a result of; on the ground of, in terms of; by means of, in case of;
- b) prepositions: , to, of, with, on, at, by, from, about, down;
- c) pronouns: it, we, he, she, they;
- d) conjunctive phrases: in case that, in order that , on the ground that, for fear that; not only, as well as, as soon as;
- e) notional words: time, one, two, people, man, boy, years.

The word contains mostly polysyllabic words taken from Germanic and Romance languages and, although they are fully adapted to the English phonetic system, some of them still sound exceptionally foreign. Their very sound creates complex associations: heavy, softening, uncomfortable, meditative, illusory.

A particularly important aspect of scientific and technical language is the vocabulary related to various specialized areas. In particular, a significant part of scientific work involves providing instructions, meaning or reporting on the consequences of such actions.

When translating scientific texts, we often use the polysemy of the verb, and when translating metaphors, we sometimes use phraseological units.

In the language of the scientific context and narrative, several lexical categories can be distinguished:

Verbs of exposition: ascertain, assume, compare, construct, describe, determine, estimate, examine, explain, label, plot, record, test, verify.

Verbs of warning and advising: avoid, check, ensure, notice, prevent, remember, take care; also several negative items: not drop, not spill.

Verbs of manipulation: adjust, align, assemble, begin, boil, clamp, connect, cover, decrease, dilute, extract, fill, immerse, mix, prepare, release, rotate, switch on, take, weigh.

Adjectival modifiers and their related adverbs: careful (y), clockwise, continuous (ly), final (ly), gradual (ly), moderate (ly), periodic (ally), secure (ly), subsequent (ly), vertical (ly) (see Appendix 1).

But since we are considering the phenomenon of metaphor in the material of the report and the press, it is necessary to consider the features of journalistic style. The characteristic of the journalistic style is the socio-political sphere of communication, which is realized in writing articles in newspapers and magazines on political and other socially important topics, as well as orally in speeches, on radio and television, in meetings, etc.

This style of speech is heterogeneous, this heterogeneity is reflected in the integrity and unity of the style. Thus, certain sub-styles (newspaper, radio, television journalism, etc.) have similar features of journalism

The specific vocabulary of journalistic style can be classified as stylistic color words: developer, legate, achievement, extremist, positive, alternative, avant-garde etc. words of a social and evaluative nature. Stable color words, only characteristic because this identity is called journalistic phraseology. Their goal is fast and accurate to convey information, for example: peaceful approach, local disputes, presidential campaign, positive changes in the package of proposals, progress, ratification of the Treaty, etc.

Let's look at the following newspaper article from CNN News about the discovery

US Embassy in Havana, Cuba:

"On Friday, the American flag will fly again over the US embassy in Cuba the most powerful symbol of the change in relations between two countries during the Cold War with open hostility towards each other.

In the media discourse, many words and phrases that perform the function of "publicity" are written only in figurative sense. For example, words, steps, preparation,

package, in the literal sense (quiet steps, homemade fudge, half a liter of milk) does not have a distinct color.

It is also widely used figuratively:

- 1) scientific terminology: atmosphere (atmosphere of trust), positive (positive result),
- 2) concept of art: duet (duet of liberals and conservatives), Shaw (political show);
- 3) terms of military operations: front (war front), course (course);
- 4) sports terminology: round (last round), etc.

Another expressive means of the journalistic style are the so-called barbarisms and loan. It is believed that from a year before the penetration of such language into print more often. The obvious explanation for this phenomenon is extralinguistic in nature consists in the constant growth of international contacts.

At the derivational (morphological) level, publicistically labeled funds are little known. The first of all significant in terms of style, morphology, form of individual parts of speech should be noted. So, journalism is characterized by the use of the singular noun in the plural.

Another feature of the journalistic style is the use of a large number of plural nouns, for example:

conversations, moods, circles, freedom, independence etc. In some journalistic genres nouns are used in plural, some words have a special meaning (I power in the sense of "a collection of persons with higher ranks (e.g., city government, London authority); the word "freedom" with specifies value (for example, political freedoms).

Quite often, in journalistic style, we find the imperative form of the verb in appeals.

The following forms are considered style-forming:

Man, save the world from war! People, protect the environment!

Frequent treatment, such as: Dear listeners! Dear readers! Dear viewers.

Regarding the frequency of verb tenses characteristic of the publicistic style - present and future tenses. The use of real-time journalism occupies a middle position

between official and scientific styles. A possible explanation for this is emphasizing the "immediacy" of the described events. Forms of the past tense in journalistic style occur more often than in the official or scientific style, but with a less frequency than in literature.

Conclusion

Therefore, this work describes the tendency to use various stylistic devices and metaphorical units, as well as in English and Ukrainian texts of political discourse. The relevance of the research is conditioned

by the fact that, firstly, there is a significant interest in establishing adequate methods of presentation of metaphors within the framework of translation studies, secondly, there is a certain difference in the structure of the English and Ukrainian languages that requires detailed research, thirdly, an increasing number of different types of metaphors in English and Ukrainian texts of political discourse. With the latter in mind, there is there is a need for a significant description of the ways of translating a metaphor from Ukrainian to English and vice versa. Furthermore, given the functional nature of metaphors in political discourse, applying certain translation mechanisms and strategies when conveying a new metaphor will certainly help the new accurate metaphors of cross-cultural meaning appear in the target language.

The purpose of the study is to highlight the main ways of translating metaphors in political speeches Ukrainian political leaders, analytical articles on various political topics and their translations into English.

So, today there is no single definition of metaphor, and no single classification system of metaphors, since different researchers

allocate a significant number of criteria by which classification can be carried out. According to the author,

the most accurate definition of a metaphor is to understand it as a linguistic turn, a means of expression, an expression whose main role is to describe social reality, using an established expression as opposed to a direct statement.

Metaphor is widespread in various types of discourse, where it performs various functions, depending on which it can be considered as a stylistic device, as a way of figuratively expressing content, as a way of learning and naming new concepts, and as a way of thinking. At the same time, a specific discourse has a different degree of metaphoricity. Traditionally, depending on language functions, the following types of language metaphor are distinguished: nominative, cognitive, and figurative.

Discourse is a human activity that generates a mental process that manifests itself in linguistic form. In the modern world, which is based on information and awareness, the basic discourse becomes the mass media discourse, which, of course, aimed at forming a conceptual picture of the world of modern society.

A feature of mass media discourse is its ideological focus, which manifests itself in firstly, in his ability to selectively actualize information, and secondly, in managing the cognitive component of society. The cognitive unit of the mass media discourse is the mass media a concept that is a certain focus on actual social reality, demanded in the context of social ideology. In the mass media discourse, the issue of manipulative influence is extremely relevant, i.e. the processes of distortion and semantic, emotional or psychological distortion of information to influence the psyche of people, change their behavior, for psychological manipulation of the individual in particular and society as a whole. Manipulations and negative propaganda in mass media discourse are powerful tools for shaping public opinion, which significantly influence the creation of the desired image and ideology in the mind the public.

Metaphor in mass media discourse is a component of many manipulative strategies. Along with metaphor, in media texts for reinforcement different means of expression are used to influence: epithets, comparisons, rhetorical questions, repetitions, irony, antithesis, inversion, language play and others .They significantly influence the addressee, attract the reader's attention, activate associative and figurative thinking. At the same time, these language units also have a second plan - figurative meaning.

Therefore, with their help, the text is inserted implicit meaning. Manipulators use this property. In general, metaphor in mass media is widely used as a method of manipulation consciousness, imposing certain subjective assessments, establishing the necessary associative connections and weakening the audience's unwanted reaction to certain information.

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