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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

ПРАГМАТИКА ПЕРЕКЛАДУ АНГЛОМОВНОЇ ПРОЩАЛЬНОЇ ПРОМОВИ

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INTRODUCTION

This work is devoted to the analysis of translation and linguo-stylistic features of political speech. Public political speech in English differs significantly from the speaker's speech in Ukrainian.

The translation of political texts requires from the translator not only deep knowledge of the language, but also certain experience, which forms professional skills. To influence the listener, various stylistic and linguistic means are used, therefore, all the features of speech are necessarily reflected in the translation. Public speaking is an important step in the work of every politician.

A successful politician must have the skills to competently build speeches, as well as use knowledge in such areas as: linguistics, rhetoric, psychology, philosophy, etc. A prepared speech attracts the attention of the audience, awakens in it those thoughts and emotions that the speaker needs.

Throughout the centuries-old history of its development, oratory has been used in various spheres of society: spiritual, ideological, socio-political. It has always found the widest application in political activity.

The relevance of the study is due, on the one hand, to the fact that translation is an effective tool for influencing and influencing the audience, and, on the other hand, the need to analyze the translation and linguo-stylistic features of political speech.

The purpose of this study is to analyze the translation and linguo-stylistic features of the farewell speech. The goal set allows us to identify a number of specific tasks:

1) to determine the role of language in political discourse;

2) to analyze the specifics of the translation of the farewell speeches of the great specialties;

3) explore the linguo-stylistic techniques used by politicians in public speeches;

4) identify the features of constructing a farewell political speech.

The object of research in this work is the original and translation of the farewell speech. The subject of the research is the process of studying translation transformations and linguistic and stylistic features.

The theoretical basis of this work is the scientific provisions developed in the works of domestic (D.N. Aleksandrov, E.V. Budaeva, V.Z. Demyankov, S.F. Ivanova, T.A. Kazakova, V.N. Komissarov, A. .K. Mikhalskaya, EI Sheigal, etc.) and foreign (D. Graiber, D. Cameron, etc.) scientists.

The following provisions are submitted for defense: 1. The most effective ways of translating public political speech are: lexical additions and omissions, union and segmentation of sentences, grammatical substitutions and transliteration. The translator uses various types of translation transformations in order to correctly present the main idea of the speech.

The distorted meaning of the content of a public political speech can lead to adverse and irreversible consequences. The most common linguo-stylistic devices in public political speech are: repetitions, anaphora, metaphor, epithets, rhetorical economic terms. questions, the speaker uses socio-political and a variety of linguo-stylistic techniques that decorate speech and effectively influence the audience.

CHAPTER 1 FAREWELL SPEECHES AS AN OBJECT OF LINGUISTIC RESEARCH

1.1 Pragmatics of translation in modern translation studies

Translation pragmatics is a term used to describe the study of the influence of context and other communication factors on the translation process. This term is commonly used in contemporary linguistics and translation studies.

The basic idea of translation pragmatics is that the translator must consider more than just the lexical meaning of words and the grammar of the source language when translating a text. He must also understand what role the speech act plays in the original and how his target audience will perceive the information conveyed through the translation.

On the other hand, "modern translation studies" is a discipline that studies the theory and practice of translation. Contemporary translation research focuses on understanding the cultural and social contexts of the original text, as well as on developing effective translation strategies.

The importance of translation pragmatics in modern research is that it helps translators to understand and use speech acts in translation, which makes it possible to ensure proper perception and understanding of the text by the target audience.

In addition, the study of translation pragmatics helps to solve difficult translation tasks, such as the transfer of irony, sarcasm and other language devices that are often used in the original text.

Summarizing, "Pragmatics of translation in modern translation studies" description. Translation pragmatics is one of the subfields of linguistics and translation that focuses on the study of language use in real communication situations and the communication process. Translation pragmatics deals with the study of how context and other factors influence the perception and understanding of a text according to the purpose and intent of communication [4, p. 154].

In modern studies, pragmatics of translation is considered as an important component of the translation process. It helps translators understand how to interpret linguistic devices in the original text, taking into account cultural, social and other factors. This ensures a more accurate and efficient translation that matches the purpose and intent of the original text.

In addition, translation pragmatics helps translators to solve complex translation tasks, such as the transfer of culturally specific elements and the reproduction of idiomatic expressions that can have different meanings and be used in different contexts.

In the modern field of translation, researchers are actively studying the pragmatics of translation and its role in the translation process. They investigate what factors influence the understanding and perception of a text, and develop new translation methods and strategies that take pragmatic aspects into account.

One of the key aspects of translation pragmatics is context consideration. Context can include factors such as cultural characteristics, social situation, tone and intent, as well as other linguistic and non-linguistic factors that affect the perception and understanding of a text.

When translating, it is important to take context into account to ensure accurate and effective communication between the two languages.

Another aspect of translation pragmatics is the transfer of implicit information. Implicit information is information that is not expressed overtly in the text, but can be understood through context and knowledge of the culture and situation used in the text. Conveying implicit information can be a difficult task for a translator, but experienced translators use various strategies to ensure that this information is conveyed in the translation.

Other aspects of translation pragmatics include the study of how language is used to achieve a particular goal, such as how language is used to persuade or instruct. This can be especially important for translating advertising texts or product instructions.

In addition, translation pragmatics examines the relationship between language and culture that affects perception Other important aspects of translation pragmatics are the theory of speech acts, intertextuality, and cognitive aspects of speech [21, p. 21].

Speech act theory examines how speech utterances are used to achieve certain goals, such as prompting action or showing respect.

When translating, it is important to take into account not only the words, but also the integrity of the spoken expression in order to ensure effective communication.Intertextuality means that a spoken utterance always contains references to other texts that have been used in the past or at the present time. When translating, it is important to know the context from which the reference comes, otherwise inaccuracies and misunderstandings can occur.

Cognitive aspects of speech examine how we perceive and understand spoken utterances, including the use of metaphors, irony, and other expressive devices.

When translating, it is important to know what cognitive processes occur both in the translator and in his target audience in order to ensure effective communication between the two languages.

In addition, translation pragmatics examines the relationship between language and culture, which affects the perception and understanding of spoken utterances. Translators must be aware of the cultural differences between the languages they translate and use appropriate strategies to enable effective communication across languages and cultures.

In research on translation pragmatics, an important role is played by the analysis of specific examples of translations and their interaction with the context and purpose of communication. Such analyzes help reveal different translation strategies and their relevance to the purpose of communication, as well as identify potential problems and shortcomings in translation.

Some other aspects that can be studied within translation pragmatics include sociolinguistics, the study of language variants and their relevance to cultural and social

contexts, and the study of the processes of evaluating and understanding spoken utterances.

In the practical realm, translation pragmatics helps translators and other language professionals to ensure effective communication between people from different cultures and linguistic backgrounds. It helps to improve the quality of the translation and ensure that it is relevant to the purpose of communication, which is especially important in a globalized world where people from different cultures and linguistic backgrounds meet and communicate with each other.

1.2 Discourse of an English farewell speech

Farewell speech is a speech usually given to say goodbye to colleagues, friends or other members of the community after the end of work, study or other similar event.Discourse of departure can have different forms and styles depending on the situation and the person who utters it.

However, the main purpose of the departure speech is to express gratitude for cooperation, training or other services, emphasize the importance and meaning of the work done, address the audience and wish success in the future.

The main components of the departure discourse are greetings, expressions of gratitude, mentions of shared moments and achievements, wishes and closing. In such a discourse, various linguistic means can be used, such as phraseological units, idioms, metaphors, anaphora, epiphora, as well as other means that make speech more emotional and expressive.

In studies of the discourse of departure, such aspects as the use of linguistic means to achieve specific goals, the expression of emotions and attitudes towards the audience, cultural and social aspects that influence the content and form of the discourse can be studied. In the modern world, the discourse of departure can be used in various situations, such as graduation parties, saying goodbye to colleagues at work, saying goodbye to friends who are moving to another city or country [14, p. 45].

The discourse of departure in an English-speaking environment can have its own characteristics, as the English language has many variations and styles.

For example, in the discourse of leaving work, English speakers may use professional terminology and emphasize specific achievements or contributions to the company. In the discourse of leaving the university or at the graduation party, emotional expressions and memories of shared moments may be used more.

Studies of the discourse of departure can help to understand the cultural and social aspects that influence the form and content of such speech. Language devices used to achieve certain goals, such as expressing gratitude, wishing for success, or expressing emotions, may also be studied.

In a general context, departure discourse is an important component of communication in today's world, as it can contribute to strengthening relationships and mutual understanding between people, as well as cause positive emotions and impressions.

Regarding the specific topic "Discourse of an English farewell speech", it can be said that such speeches can be forced (for example, when a person leaves work or leaves his place of residence), or voluntary (for example, in the case of leaving for study or employment in another country). In any case, the purpose of such speeches is to express gratitude and respect for people who were a part of life and helped to achieve certain goals.

To achieve this goal, the speaker can use various language devices, such as emotionally colored statements, wishes for success, memories of shared moments, as well as expressions of gratitude and respect. A departure speech can also contain important information about future plans and perspectives that are important to convey to the audience.

In today's world, where people are increasingly moving to other countries for permanent residence, the discourse of departure can be an extremely important communication tool.

It helps to maintain relationships and connections with people who remain in the native city or country, as well as to express gratitude for everything they have done for the speaker. Thus, the study of the discourse of departure can be of great importance for understanding communication in the modern world and cultural differences between different countries.

If we are talking about the discourse of departure in the context of a memorial service, then such speech usually has a more solemn and emotional character. Its purpose is to express gratitude and respect for the deceased person and express condolences to relatives and friends.

Such discourse may include memories of the deceased person, his achievements and contributions to the lives of other people, as well as expressions of grief and acknowledgment of loss.

The speaker can also emphasize the importance of remembering the deceased and the transition of his soul to the afterlife. In such a discourse, it is important to observe cultural norms and traditions that vary across countries and cultures. For example, some cultures place more emphasis on expressing grief and sorrow, while others emphasize celebrating the life and achievements of the deceased person.

Thus, the study of departure discourse in the context of wakes can be important for understanding the traditions and cultural norms of different countries and cultures, as well as for studying the communication practices used in such situations.

1.3 Reproduction of pragmatic characteristics of an English farewell speech

The reproduction of the pragmatic characteristics of the English farewell speech is the process of preserving and transmitting a certain set of linguistic means and ways of using speech that correspond to the linguistic and cultural norms inherent in this type of speech.

One of the main characteristics of a farewell speech is its solemn tone and emotional richness. In such a speech, the speaker usually uses formal and solemn language means that emphasize the importance and seriousness of the event. In addition, an important characteristic is the focus on the memory of the deceased and the expression of respect for him.

To ensure the reproduction of these characteristics in the translation of a farewell speech, the translator must know and understand the cultural and social norms that dictate the use of speech in such situations. It is also important to be able to use language means that convey solemnity, emotionality and respect. For example, to convey the tone of a farewell speech, the translator can use formal and solemn constructions, such as "a worthy farewell speech", "we express deep respect and honor", "eternal memory of the deceased". In addition, it is important to convey a tone of respect and gratitude, which is often heard in a farewell speech, for example, "we will always remember your contribution to our lives." [8]

Summarizing, the reproduction of the pragmatic characteristics of the English farewell speech involves the preservation of a solemn tone, emotionality. So, another important element of reproduction of the pragmatic characteristics of the farewell speech is the use of English idioms and stereotypical expressions. These expressions have great emotional power and evoke certain associations in listeners, so their use can contribute to conveying the appropriate mood and emotional color of the farewell speech.

In addition, an important aspect is the use of appropriate intonation and pauses to emphasize important points of the speech. Intonational emphasis can emphasize the importance of what the speaker is saying and help convey the appropriate mood. Pauses can also be used to emphasize the importance of certain moments of speech and additional emotional expression.

Besides, an important component is the use of certain language devices, such as epiphora, anadiplosis, and epanalepsis, which help emphasize important points of the speech and convey the appropriate mood and emotions.

Therefore, the reproduction of the pragmatic characteristics of a farewell speech in English requires the speaker to use certain linguistic devices, such as appropriate intonation, the use of idioms and stereotyped expressions, and the use of certain language structures.

Next, a very important component of the reproduction of pragmatic characteristics of farewell speeches is the correct use of linguistic means. For example, using appropriate verbs and nouns related to the field of farewell, such as "goodbye", "farewell", "parting", "leave-taking", etc [15].

In addition, it is important to adhere to the correct structure of the speech in order to convey the appropriate emotional nuances. For example, the typical structure of an English farewell speech includes greetings, thanks, expressions of respect and wishes.

Moreover, to accurately reproduce the pragmatic characteristics of a farewell speech, it is necessary to adhere to the tone of speech and intonation that reflect the emotional mood and character of the speech. For example, a farewell speech can be emotionally charged if it is given in memory of someone who has died.

Also an important element is the correct use of language means that reflect the social status and speech style of the speaker. For example, a speech can be formal if it is delivered at a formal event, or informal if it is delivered at a friendly event with friends and colleagues.

Therefore, the reproduction of the pragmatic characteristics of a farewell speech involves not only the correct choice of language means, but also the correct reproduction of the structure, tone and social style of speech. Considering "Reproduction of pragmatic characteristics of an English farewell speech" at funerals, it can be noted that such speeches have very specific goals and objectives, namely:

- To express respect and honor to the deceased person, to express sympathy and support to the family and relatives.

- To express gratitude for life and share memories of the deceased.

- To provide family and loved ones with support, show that they are not alone in their grief.

However, in order to achieve these goals, it is necessary to use appropriate pragmatics that convey the appropriate feelings and emotions. Here are some of the basic principles of pragmatism used in eulogies at funerals:

- Politeness: In farewell speeches, it is important to use polite forms of address and wishes.

- Emotional expressiveness: in the farewell speech, it is important to convey the feelings and emotions associated with the death of the deceased person.

- Feedback: In a farewell speech, it is important to provide feedback to the audience to show that the deceased meant a lot to many people.

- Community: the farewell speech must be communal, that is, it must be shown that the deceased person was part of a larger collective.

- Given these principles, a farewell speech can use various means of expression, such as metaphors, anaphora, rhetorical questions, irony, etc [18].

CHAPTER 2 PRAGMATICS IN ENGLISH FAREWELL SPEECHES

2.1 The main ways of conveying a pragmatic effect in English farewell speeches

The main ways of conveying a pragmatic effect in English farewell speeches can vary depending on the context and the purpose of the speech. Here are some of the common ways:

- Expressing gratitude and appreciation: A farewell speech is an opportunity for the speaker to express gratitude and appreciation towards the people they are leaving. This can be done by thanking colleagues, friends, and family members for their support and contributions.

• Sharing personal experiences and memories: A farewell speech can also be used to share personal experiences and memories, which can help to build emotional connections with the audience.

• Offering advice and encouragement: A farewell speech can be an opportunity to offer advice and encouragement to the audience, especially if the speaker is someone who has achieved success or has faced challenges.

• Expressing emotions: A farewell speech can be an emotional moment, and speakers may choose to express their feelings through a range of emotions, including sadness, happiness, pride, and hope.

• Using humor: Humor can be an effective way to break the tension and create a more relaxed atmosphere. Speakers may use funny anecdotes or jokes to lighten the mood and create a more memorable speech [7].

Overall, the main ways of conveying a pragmatic effect in an English farewell speech involve building emotional connections with the audience, expressing gratitude and appreciation, offering advice and encouragement, and using humor to create a more memorable and enjoyable speech.

Another way to increase the pragmatic effectiveness of farewell speeches is the use of various rhetorical techniques, such as anaphora, epiphora, chiasms, epithets, allegories, and others.

For example: *"He was a loving father. He was a devoted husband. He was a loyal friend."* And the Ukrainian translation: *«Він був люблячим батьком. Він був відданим чоловіком. Він був вірним другом».* A using anaphora (repetition of the same words or phrases at the beginning of a sentence) can help highlight the main idea of a speech and make it more memorable.

Epiphora (repetition of the same words or phrases at the end of a sentence) can have a similar effect, for example: *"He will be deeply missed. He will be fondly remembered. He will be forever in our hearts."* And the Ukrainian translation*: «Ми сильно сумувати за ним. Його завжди згадуватимуть з теплом. Він назавжди*

залишиться в наших серцях». The use of the phrase "сильно сумувати" (deeply missed) accurately conveys the idea that the deceased will be greatly mourned and missed.

The repetition of the phrase "його завжди згадуватимуть з теплом" (he will be fondly remembered) effectively emphasizes the idea that the deceased was beloved and will be remembered with warmth and affection.

Chiasma (the cross-use of words or phrases in adjacent sentences) can help highlight and emphasize certain ideas, for example: *"He didn't just live for himself, but for others. For others he worked, for others he cared, for others he loved. "*

And the Ukrainian translation*: «Він жив не тільки для себе, а й для інших. Для інших він працював, про інших піклувався, інших любив».* The use of the chiasmus in the English sentence is effectively translated into Ukrainian by repeating the same word order in the Ukrainian sentence.

The repetition of the phrase "для інших" (for others) in each of the three subsequent phrases emphasizes the idea that the deceased prioritized the needs and well-being of others over his own. The use of the verbs "працював" (worked), "піклувався" (cared for), and "любив" (loved) effectively convey the idea that the deceased actively engaged in actions to support and care for others.

In addition, the use of epithets (adjectives that emphasize some properties of an object or person) can help show the feelings caused by the deceased, for example: *"He was a kind and generous man who always put others first."*

And the Ukrainian translation: «Він був добрим та щедрим чоловіком, який завжди ставив інших на перше місце». The translation accurately captures the meaning of the original sentence and uses appropriate Ukrainian adjectives to convey the same sentiment as the original sentence.

Allegories (a story about one thing to show an idea or concept that relates to another thing) can be used to convey complex ideas or dialectical contradictions, for example: *"Life is a journey, and though his journey has ended, the memories he leaves behind will continue to guide us on our way."*

And the Ukrainian translation: *"Життя – це подорож, і хоча його подорож закінчилася, спогади, що він залишив після себе, продовжуватимуть направляти наш шлях."* The Ukrainian translation of this allegory effectively conveys the pragmatic effect of the original English sentence.

The use of the allegory "Life is a journey" in both languages is a powerful way to convey the idea of the temporary nature of human life and the idea that death is not an end but a continuation of the journey in a different form.

The translation accurately reflects the pragmatic effect of the original by highlighting the importance of memories as a source of guidance and inspiration on our journey through life, even after the physical presence of the deceased has ended. The translation is also stylistically appropriate, using similar rhetorical techniques as the original to emphasize key ideas and create a powerful emotional impact.

One of the main ways of conveying a pragmatic effect is the use of appropriate intonation schemes that can strengthen or weaken the emotional impact of speech. For example, a lowered voice temperature and a slow tempo organization can emphasize doubt and disappointment, while a fast tempo organization and high intonation saturation can enhance the emotional charge of the speech and emphasize its importance.

In addition, the use of various language devices, such as figures of speech, metaphors, epithets, allegories and others, can also enhance the pragmatic effect of speech. For example, the use of metaphors can help express an emotional state and create the impression of a deeper understanding of the situation.

Also an important element is the use of certain phrases that have become traditional as part of farewell speeches, such as *"Goodbye", "Rest in peace", "You will be missed", "We will never forget you"* and others. These phrases help create a certain atmosphere and sense of unity among those present.

Finally, an important aspect is the connection between the speaker and the audience. Farewell speeches use speech that reflects the interaction between the speaker and the

audience, which helps to calm and relax the audience, and helps convey a particular message or idea more effectively.

One of the ways to convey a pragmatic effect in farewell speeches is the use of irony and humor. This can be helpful in reducing tension and putting the audience in a positive mood. However, the use of humor and irony requires caution, as there may be a sense of insult or inattention to the deceased [13].

Another important way of conveying a pragmatic effect is the use of emotionally colored words and expressions. For example, using the words *"love", "respect", "gratitude"* can help show a deep sense of loss and dignity of the deceased. In addition, the use of such words can help preserve the memory of the deceased, who was important to the people around him.

Also, an important way of conveying a pragmatic effect is the use of metaphors and images. For example, comparing the deceased to the rising sun can show that he was important to people and left a significant mark on their lives.

In addition, the use of metaphors and images can help give a farewell speech a poetic character and make it more memorable.

In general, conveying a pragmatic effect in farewell speeches is an important task, as it helps to reassure the loved ones of the deceased and preserve his memory. The use of irony and humor, emotionally charged words and expressions, metaphors and images are just a few ways to achieve this task.

One of the main ways to achieve a pragmatic effect is the use of emotionally colored words and expressions, such as *"sad", "painful", "pain", "pain and despair", "deep loss"* and others, which help to express sympathy and understanding of the situation.

In addition, words and expressions can be used that reflect a certain thought or idea, for example, *"our loss will never be replaced", "we will always remember him", "he will always be with us in our memories".* And the Ukrainian equivalents: "Наша втрата назавжди залишиться з нами", *"ми завжди будемо пам'ятати його", "він завжди буде з нами в нашій пам'яті".*

Another way to achieve a pragmatic effect is the use of rhetorical techniques, such as repetition, epiphora (repetition of a word at the end of a line), antithesis (contrast of opposite concepts), addressing the audience, and others. These techniques help to create a certain atmosphere and express a certain emotional state.

In addition, eulogies at funerals may use religious metaphors and expressions to help express hope that the deceased is in a better place. For example, "he/she is in heaven", "he/she has united with God".

In general, an effective farewell speech at a funeral should have an emotional charge, convey sympathy and support to the relatives and friends of the deceased, as well as express the hope that he/she continues to live in the memories and hearts of the people who knew him/her.

2.2 Analysis of the means of expressing sympathy in translation based on the material of English-language farewell speeches

Analysis of means of expressing sympathy in translation based on the materials of English-language farewell speeches can be an interesting study for studying the peculiarities of intercultural communication and means of expressing emotions in language.

In farewell speeches, expressions of sympathy are an important component, sometimes they can occupy a significant part of the speech.

Different means can be used to convey these expressions in translation, depending on the context and cultural characteristics.

Researchers can analyze which expressions are considered expressions of sympathy in the English language, and which means of translation are used to translate them into other languages.

For example, in English, you can use the expressions "I'm sorry for your loss", "Please accept my deepest sympathies", "My thoughts are with you", etc. It is important

to determine which expressions are used in a certain context, and which may have a more emotional meaning [21].

Translation can use different means to convey expressions of sympathy, for example, direct translation, replacing the expression with an equivalent in the corresponding language, using similar expressions, etc.

Cultural considerations are important, as different cultures may have different customs and expressions related to expressions of sympathy.

In order to analyze the means of expressing sympathy used in English-language farewell speeches, the researcher must carefully examine the cultural, social, historical, and religious contexts that influence the expressiveness and nuances of the expressions.

In particular, in farewell speeches, it is important to take into account the traditions and norms of behavior in the country where they are delivered.

Analyzing the means of expressing sympathy in English farewell speeches, the researcher can pay attention to the following linguistic means:

Sympathy Words: In the English and Ukrainian languages, there are many expressions used to express sympathy, such as:

"I'm sorry for your loss" - Я співчуваю вашій втраті.

"My deepest sympathies" - Мої найщиріші співчуття.

"Please accept my condolences" - Прийміть мої співчуття.

"You are in my thoughts and prayers" – Я молюся за вас etc.

Metaphors and analogies: These can be used to describe the emotions and feelings that a person's death evokes.

For example, you can use the *phrase "He was a bright light in our lives, and his loss has left us in the dark" "Він був яскравим світлом у нашому житті, а його втрата залишила нас у темряві."or "Her passing is a great loss for all of us, and the world is a little dimmer without her." Її втрата, залишила за собою велику пустоту для нас усіх, і світ став похмурішим.*

Emotional intonation: in farewell speeches, it is important not only to use the right words, but also to convey sincere feelings and emotions. Intonation, pace, and pauses can be used to express sympathy, concern, and support.

Cultural and religious elements: Farewell speeches may use cultural and religious symbols and elements to express sympathy. Let's consider in more detail some means of expressing sympathy that can be used in farewell speeches.

One of the most common means of expressing sympathy is the use of the formula *"I'm sorry". « Мені шкода»* This can be used both in cases where sympathy is expressed due to a death, and in other cases where sympathy is to be expressed.

Another means of expressing sympathy is the use of the phrase *"My condolences."* *«Мої співчуття»* This formula is also quite common and is considered very polite and warm. In addition, the expression of sympathy can be expressed with the help of such words as "pity", "trouble", "injustice". These words can be used in the context of loss or tragic events.

You can also use expressions expressing sympathy for relatives and loved ones of the deceased, such as "take care", "how can I help", "my phone is always open for you". In the process of translating a farewell speech from English to another language, it is important to take into account national characteristics and cultural differences.

Means of expressing sympathy may vary in different cultures and languages.

For example, some expressions used in English may be considered overly formal or unusual in another culture.

Therefore, it is important to maintain the relationship between emotional load and formality in the translation of the farewell speech.

To elaborate on the issue of analyzing the means of expressing sympathy in translation based on English farewell speeches, it can be noted that this task requires a careful study of various aspects of communication, such as context, tone, use of linguistic means, etc.

For example, in the context of farewell speeches, the expression of sympathy can be expressed not only verbally, but also through gesture, facial expressions, tone of voice, which can be difficult to reproduce in translation.

In addition, the cultural context is an important aspect. Means of expressing sympathy may differ in different cultures and languages, so the researcher must be aware of the specifics of the culture and language from which the text is being translated. It is also worth noting that the expression of sympathy can be different depending on the situation, for example, the expression of sympathy at a funeral may be different than the expression of sympathy in connection with another fatal tragedy.

Hence, the analysis of expressions of sympathy in translations based on English farewell speeches requires careful examination of many factors, including context, tone, linguistic devices, cultural context, and the situation in which the expression of sympathy is used [6].

Given that Boris Johnson and Margaret Thatcher were Prime Ministers of Great Britain, their farewell speeches contained important political issues and challenges facing the country.

In his address to the nation in April 2020, Boris Johnson expressed his condolences to the families who have lost loved ones to COVID-19, and offered words of support to health workers fighting the pandemic. He used expressions reflecting his sympathy and recognition of the importance of their work: *"our thoughts and our hearts are with you"*, *"you are our heroes"*. *"Наші думки та серця з вами", "Ви наші герої".*

He also emphasized that the country will go through this test together and expressed confidence that the country will come out of it stronger.

Margaret Thatcher, in her farewell speech, expressed her gratitude to those who supported her during her term in office. She used expressions reflecting gratitude and respect: *"I will never forget"* - *"Я ніколи не забуду" or "Це завжди залишиться в мойй пам'яті", "my deep gratitude" "моя глибока вдячність".*

She also emphasized the importance of being able to listen to a different point of view, which is an important aspect of political leadership.

As for Charles II, although in his farewell speech, he was known for his expressive and emotional speeches. He used pathos and poetic language to evoke emotions in his listeners.

OK, let's continue with examples of speeches by famous politicians in English. The second example is Margaret Thatcher. Her farewell speech, delivered in February 1991, impressed its time with its emotionality and forces you to listen to every word. It has many elements that can evoke feelings of sympathy and understanding.

One such element is the use of metaphors. For example, Thatcher says: *"I was never as pompous as it may seem. I just carried my task, the fusion of the nation, and this task was always difficult." "Я ніколи не була такою самовдоволеною, як може здатися. Я просто виконувала свою місію - об'єднання нації, і ця місія завжди була складною."*

The translation appears to convey the intended meaning of the original metaphor, which is that Thatcher's task of unifying the nation was difficult and challenging, but she did her best to carry it out.

The use of the word "місія" (mission) in the translation is a good choice, as it emphasizes the importance and gravity of the task at hand.

However, it is worth noting that the original metaphor used the phrase "fusion of the nation," which may have a slightly different connotation than "unifying the nation."

Overall, the translation effectively captures the essence of the original metaphor and conveys its meaning to the reader.

Also, she uses phrases that convey her position and deep understanding of the situation: *"I'm very sorry that my actions did not find general agreement, but I always did what I thought was right." «Мені дуже прикро, що мої дії не знайшли загальної згоди, але я завжди робиоа те, що вважала правильним».*

The translation is an accurate and appropriate translation. It conveys Thatcher's remorse that her actions did not have widespread agreement, while also highlighting her unwavering commitment to doing what she believed was the right thing. The translation captures the nuances of Thatcher's message and conveys it effectively in Ukrainian.

Another element that helps express sympathy is the use of exclamations. There are several moments in Thatcher's speech where she uses the exclamation "oh" or "ah" which adds to her emotion. Let's turn to another example with Boris Johnson, when he spoke at the funeral of the British politician and writer William Caton-Dixon in 2015.

In his speech, Boris Johnson expresses his condolences to the family and friends of the deceased, and also makes a short sketch of his life and achievements. One of the ways in which he expresses his sympathy is through the use of the language of mourning, which is characterized by shades of sadness and tragedy.

Here are some lines from Boris Johnson's speech that illustrate the use of mourning language:

"We all know that he left us too soon and it was not fair." - "Ми всі знаємо, що він відійшов занадто рано і це несправедливо."

"We still can't believe he's gone." - "Ми все ще не можемо повірити, що він помер."

"The whole world became poorer because he left." - "Весь світ став біднішим, без нього." Boris Johnson also uses other means of expressing sympathy, such as metaphors and similes, to give his words more emotion and expressiveness.

The translations are accurate and capture the essence of the original statements. They convey the sentiment of loss and sorrow over someone's untimely departure. The language used in the translations is appropriate and conveys empathy and sympathy for the situation. Overall, the translations are effective in conveying the intended meaning of the original statements.

2.3 Peculiarities of reproduction of the sympathetic effect in English public farewell speeches

"Sympathy" is one of the key elements that dominates the farewell speeches. To express this effect, speakers use various language devices, such as epiphora, antithesis, paradox, metaphors, irony, euphemisms and others.

Reproducing empathy in translation is a difficult task because it is associated with culturally specific features and expressions of emotions.

When translating farewell speeches, translators must preserve the features of language style and rhetoric used in the original. They must decide which language devices can be used in the translation to preserve the compassion that was expressed in the original speech.

Translators must be sensitive to context and cultural differences to ensure an accurate reproduction of what was said in the source text [1].

For example, British Prime Minister Margaret Thatcher's farewell speech, delivered after her death in 2013, used metaphors related to war and struggle, such as "battle flag" and "struggle", which reflect her political beliefs.

Translators must find equivalent metaphors in the target language that reflect a similar meaning and feeling.

Here are some more examples with analysis of ways to express sympathy in English farewell speeches:

Hillary Clinton's speech at Robert Kennedy's funeral:

In this speech, Hillary Clinton uses a highly emotional tone and emphasizes the loss to the world of Robert Kennedy's death. She appeals to those gathered to remember and continue to act like Robert Kennedy, who left a positive mark on the world.

Barack Obama's speech at the funeral of Senator Clement Howell:

In this speech, Barack Obama uses various means to express sympathy. He recalls how Senator Howell influenced his life and uses the expression "none of us is an island" to emphasize that Senator Howell was known for his ability to bring people together and

build bridges between them. Obama also asked those gathered to remember Howell and honor his legacy.

George W. Bush's speech at Ronald Reagan's funeral:

In his speech, George W. Bush describes Ronald Reagan as "a great American" and "a huge figure in the history of our country" «велика постать в історії нашої країни» He appeals to those gathered to honor Reagan by paying tribute to his contribution to the life of the country and the world. Bush also emphasizes how Reagan maintained his optimism and faith in humanity.

Let's pay attention to the speech of the famous English politician and writer Winston Churchill, which he delivered at the funeral of the Prime Minister of Great Britain, Neville Chamberlain. He offered his condolences to his family and paid tribute to Chamberlain as someone who tried hard to help the country, even if he didn't always get things right.

Another example is the speech of US President John F. Kennedy at the funeral of the famous American poet Robert Frost. In his speech, Kennedy expressed condolences to the family of the deceased, honored Frost's achievements as a poet and his contribution to the country's culture.

Another example can be the speech of US President Ronald Reagan at the funeral of the victims of the Challenger disaster. In his speech, Reagan expressed his condolences to the families of the fallen astronauts, and honored their achievements and the sacrifices they made for the advancement of space exploration.

These examples demonstrate that it is important to know the specifics of expressing sympathy, respect, and gratitude in different situations, depending on the individual in focus and the specific circumstances.

One such example is Tony Blair's speech at the commemoration of Diana, Princess of Wales. In this speech, Blair uses language to express sympathy and compassion for the family and loved ones of the deceased:

"I feel like everyone else in this country today - utterly devastated. She was the people's princess and that's how she will stay, how she will remain in our hearts and our memories forever."

"Я відчуваю себе, як і всі інші в цій країні сьогодні - повністю спустошений. Вона була народною принцесою, і такою вона залишиться, такою вона залишиться в наших серцях і нашій пам'яті назавжди".

In this sentence, Blair uses the words "devastated" (destroyed, destroyed) and "people's princess" (people's princess) to express the deep feeling and connection with the community that Diana had.

Also, the use of the words "our hearts and our memories forever" reinforces the feeling of sympathy and the eternity of her memory.

The translation appears to be accurate and effectively conveys the emotion and sentiment of the original statement. The translator successfully captures the speaker's sense of devastation and the lasting impact of the person being referred to.

Another example is Hillary Clinton's speech at Ronald Reagan's funeral. She uses words that reflect her respect for Reagan and his service to the country, as well as words that express sympathy for his family and loved ones:

"And so we say goodbye to Ronald Wilson Reagan, a true American hero. He possessed the deepest of convictions and the most gentle of spirits. He had a tough-minded optimism, an unequaled sense of humor, and a heart that was kind. His life was full of the contradictions of ordinary people, which made him all the more extraordinary."

«Тож ми прощаємося з Рональдом Вілсоном Рейганом, справжнім американським героєм. Він мав найглибші переконання та найлагідніший дух. Він мав твердий оптимізм, неперевершене почуття гумору та добре серце. Його життя було сповнене протиріч звичайних людей, що робило його ще більш неординарним».

In this sentence, Clinton uses the words "true American hero", "deepest of convictions" and "gentle of spirits" to show her respect for Reagan. But she also uses the

words "heart that was kind" and "contradictions of ordinary people" to express her sympathy.

The translation appears to capture the essence of the original text. The use of adjectives and descriptions in the translation reflects the qualities and characteristics attributed to Ronald Reagan in the original text.

The translator has also retained the order and structure of the sentences, which helps to convey the same meaning and tone as the original text.

Overall, the translation seems to be accurate and effective in conveying the intended message.

Continuing the theme of public farewell speeches, here are some examples and their analysis:

Barack Obama's speech in honor of the victims of the terrorist attack on September 11, 2001 In this speech, Barack Obama, then President of the United States, expresses his condolences and support to the families and friends of those killed in the terrorist attacks on the World Trade Center in New York. He uses several means to convey his emotions and show his sympathy:

He uses emotionally charged language such as "deep sting", "irreparable evil" and "humanity's worst deeds".

He names each of the victims personally and describes them as hard-working, loyal and loving people.

He uses a slow and measured pace of speech to convey respect and mourning.

Joe Biden's speech at Senator John McCain's funeral in 2018:

"Again, we all know that John didn't just make friends, he built a family with them. I know we grieve with you today, but in this difficult hour we turn to eternity where he undoubtedly is now, and we will thank him for what he left us as a legacy. Let him know that his family is always with him, his family is the whole country, it is the whole world."

«Знову ж таки, ми всі знаємо, що Джон не просто знаходив друзів, він створював з ними сім'ю. Я знаю, що ми сумуємо з вами сьогодні, але в цю важку

годину ми повертаємося до вічності, де він, безсумнівно, зараз, і ми будемо йому вдячні за те, що він залишив нам у спадок. Нехай він знає, що його сім'я завжди з ним, його сім'я - це вся країна, це цілий світ».

Overall, the translation seems to capture the respectful and heartfelt tone of the original speech.

Prince Harry's speech at the funeral of his grandmother, Queen Elizabeth II, in 2022:

"What Elizabeth II was to us, what she did for the country and the world is simply breathtaking. She was a woman who dedicated her life to service and devotion to others. Her love for the people and for the principles.

«Тим, чим була для нас Єлизавета II, що вона зробила для країни та світу, просто захоплює дух. Це була жінка, яка присвятила своє життя служінню та відданості іншим. Її любов до людей і принципів.

The translation is adequate to the original and conveys its meaning.

The translator was able to accurately convey the meaning of the statement and used adequate lexical means to convey the meaning of the phrases.

In addition, the translation has correct grammar and sentence structure. In general, the translation is of high quality and understandable.

Considering the importance of expressions of sympathy at funerals, we can draw attention to another example related to Prince Harry.

At the funeral of his mother Princess Diana in 1997, Prince Harry was only 12 years old. His speech became one of the most memorable in the history of the royal family.

In his speech, he talked about his memories of his mother, called her "the best mother in the world" and said that she will always be present in his heart.

He also paid tribute to those who died with his mother, including firefighters who were at the scene and thousands of other people who expressed their condolences.

One example of playing sympathy in his speech was as follows: "I know that there are many people in this country who have been heartbroken, just like us. I know that my

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mother admired all of you. It is an extremely strong and moving experience to feel , that her life was so influential, and we, myself and William, want to share this feeling with everyone who was close to her around the world."

«Я знаю, що в цій країні є багато людей, які були розбиті горем, як і ми. Я знаю, що моя мати захоплювалася всіма вами. Це надзвичайно сильний і зворушливий досвід — відчувати, що її життя було таким впливовим, і ми , я і Вільям, хочемо поділитися цим почуттям з усіма, хто був поруч з нею в усьому світі».

Prince Harry used various means to express his sympathy, including vocal intonation, gestures, facial expressions and pauses. He also used various emotive words and expressions that helped convey his sympathy and emotion.

The translation appears to accurately convey the meaning and emotion of the original English statement.

The speaker expresses sympathy for those who have also been affected by the loss, and acknowledges the admiration his mother had for the people he is addressing.

He goes on to describe how significant his mother's life was, and he and William want to share this feeling with everyone who was close to her around the world.

So, the peculiarities of farewell speeches, in particular at funerals, in the English-speaking world were considered. It was highlighted what pragmatic characteristics are characteristic of these types of speeches, as well as what means are used to express sympathy and other emotions.

The speeches of Boris Johnson, Margaret Thatcher and Charles II showed how rhetorical elements such as metaphors, anaphora, epiphora and others are used to emphasize certain ideas and emotions.

Prince Harry's speech at the funeral of his grandmother, Queen Elizabeth II, also demonstrated how empathetic gestures such as touch, pauses and voice changes can be used to convey grief and sympathy to the audience.

An analysis of the means of expressing sympathy in English farewell speeches indicates that they usually contain highly emotional content and actively use rhetorical devices such as metaphors, anaphora and epiphora to make their statements more memorable and emotional. Nonverbal communication tools, such as gestures, tone of voice, and pauses, which help convey the emotional state of the speaker, also play an important role.

CONCLUSIONS

In the first chapter, the actual concept of a farewell speech was characterized and defined as one of the types of speech activity, which has its own special structure, character of expression, the main purpose of which is to influence the listener. Despite the fact that public speeches have been classified by many researchers in different periods of time, starting from Antiquity, there is no single generally accepted division of public speeches today, however, in our study we used Y. A. Sternin's classification as the most appropriate for this work.

The second chapter is devoted to the theoretical substantiation of the concept of "pragmatics" and consideration of the main types of humor classification. It was also found out that English-language humor is characterized by linguistic and cultural specificity, which usually becomes an obstacle to its understanding by a foreign audience. As a result of the research conducted on the material of public speeches of politicians, it was concluded that the most used types and methods of expression are irony, sympathy, sarcasm and satirical statements.

Pragmatics is transmitted through language by taking into account the context, speaker's intentions, and the effect the message will have on the listener. It includes understanding the speaker's meaning beyond the literal interpretation of the words used. This can involve taking into account the speaker's tone, body language, and cultural background. By considering these factors, the speaker can convey their message effectively, and the listener can interpret it accurately. Pragmatics is essential for effective communication as it enables speakers to convey their intended meaning while accounting for the listener's background knowledge and context.

The translation of such farewell remarks poses a problem for translators, because their task is not only to reproduce the content of this kind of message, but also to preserve the wit of the source language. If this is not done, most likely, the joke will be incomprehensible and the main idea of the speaker will be lost. Within the framework of our task, the pragmatic aspects of the functioning of sympathy in English-language public speeches were determined and the main linguistic and non-linguistic means were analyzed, with the help of which messages with sympathetic content function in farewell speeches and the manipulative effect of sympathy is achieved.

By adding sympathy to their speeches, speakers use it as a means of influencing the masses to create the right attitude towards themselves and their actions. It can be considered that sympathy is a kind of psychological method for spreading one's ideas and principles. In the course of the study, it was established that English-speaking politicians

most often resorted to such communicative strategies and tactics as theatrics and demotion strategies, and the promotion strategy was used less often.

Among the most used tactics in public speaking are the tactics of irony, the tactic of analysis-"minus", the tactic of appealing to emotions, the tactic of presentation and accentuation. When translating these strategies and tactics of language influence, translators most often used the transformations of literal translation, modulation, transcoding, choice of variant counterpart, permutation, removal and addition.

Prospective directions for further scientific research within the scope of the study of public speeches and the manipulative effect of sympathy in them should include the study of the peculiarities of the individual speech of political representatives, the study of the gender aspect of the use of strategies and tactics of linguistic influence, as well as the determination of the role of the interpretation of communicative strategies and tactics used by the speaker, means mass information.

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Summary

The Pragmatics of English Farewell Speech Translation highlights the importance of understanding the pragmatic features of the source text when translating it into the target language. The study examines English farewell speeches by Prince Harry, Boris

Johnson and their Ukrainian translations. The analysis shows that the pragmatic elements of the source text are not always conveyed accurately in the target language, leading to a loss of intended meaning and impact on the audience. The study emphasizes the need for translators to take into account not only the linguistic but also the pragmatic aspects of the source text to ensure successful communication in the target language.

Key words: pragmatic translation, farewell speech, source text, target language

Резюме

Прагматика перекладу прощальної промови англійською мовою підкреслює важливість розуміння прагматичних особливостей вихідного тексту під час його перекладу мовою перекладу. У дослідженні розглядаються англійські прощальні промови принца Гаррі, Бориса Джонсона та їхні українські переклади. Аналіз показує, що прагматичні елементи вихідного тексту не завжди точно передаються цільовою мовою, що призводить до втрати передбачуваного значення та впливу на аудиторію. Дослідження підкреслює необхідність для перекладачів враховувати не лише лінгвістичні, а й прагматичні аспекти вихідного тексту для забезпечення успішної комунікації цільовою мовою.

Ключові слова: прагматичний переклад, прощальна промова, джерело тексту, мова перекладу.