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## **TERM PAPER**

IN TRANSLATION STUDIES

**Peculiarities of rendering of euphemisms in modern political discourse  
(based on Joe Biden's speeches)**

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## **КУРСОВА РОБОТА** З ПЕРЕКЛАДУ

**Особливості відтворення евфемізмів у  
сучасному політичному дискурсі (на матеріалі  
промов Джо Байдена)**

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Керівник курсової роботи \_\_\_\_\_

(підпис)

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**ЗАВДАННЯ**  
**на курсову роботу з перекладу з англійської мови**  
**для студентів IV курсу**

Студентки IV курсу Мішиної Ганни Павлівни групи Па 08-19, факультету перекладознавства КНЛУ, спеціальності 035 Філологія, спеціалізації 035.041 Германські мови та літератури (переклад включно), перша – англійська, освітньо-професійної програми Англійська мова і друга іноземна мова: усний і письмовий переклад

Тема роботи Особливості відтворення евфемізмів у сучасному політичному дискурсі (на матеріалі промов Джо Байдена)

Науковий керівник Іваненко Катерина Василівна

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**Графік виконання курсової роботи з перекладу**

№ п/п	Найменування частини план курсової роботи	Терміни звіту про виконання	Відмітка про виконання
1.	Аналіз наукових першоджерел і написання теоретичної частини курсової роботи (розділ 1)	1–5 листопада 2022 р.	
2.	Аналіз дискурсу, який досліджується, на матеріалі фрагмента тексту; проведення перекладацького аналізу матеріалу дослідження і написання практичної частини курсової роботи (розділ 2)	7–11 лютого 2023 р.	
3.	Написання вступу і висновків дослідження, оформлення курсової роботи і подача завершеної курсової роботи науковому керівнику для попереднього перегляду	28–31 березня 2023 р.	
4.	Оцінювання курсових робіт керівниками, підготовка студентами презентацій до захисту курсової роботи	25–30 квітня 2023 р.	
5.	Захист курсової роботи (за розкладом деканату)	2-13 травня 2023 р.	

Науковий керівник \_\_\_\_\_ (підпис)

 Студент \_\_\_\_\_

**РЕЦЕНЗІЯ НА КУРСОВУ РОБОТУ  
З ПЕРЕКЛАДУ З АНГЛІЙСЬКОЇ МОВИ**

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(ПІБ студента)

за темою \_\_\_\_\_

	Критерії	Оцінка в бала х
1.	Наявність основних компонентів структури роботи — <i>загалом 5 балів</i> (усі компоненти присутні – <b>5</b> , один або декілька компонентів відсутні – <b>0</b> )	
2.	Відповідність оформлення роботи, посилань і списку використаних джерел нормативним вимогам до курсової роботи — <i>загалом 10 балів</i> (повна відповідність – <b>10</b> , незначні помилки в оформленні – <b>8</b> , значні помилки в оформленні – <b>4</b> , оформлення переважно невірне – <b>0</b> )	
3.	Відповідність побудови вступу нормативним вимогам — <i>загалом 10 балів</i> (повна відповідність – <b>10</b> , відповідність неповна – <b>8</b> , відповідність часткова – <b>4</b> , не відповідає вимогам – <b>0</b> )	
4.	Відповідність огляду наукової літератури нормативним вимогам — <i>загалом 15 балів</i> (повна відповідність – <b>15</b> , відповідність неповна – <b>10</b> , відповідність часткова – <b>5</b> , не відповідає вимогам – <b>0</b> )	
5.	Відповідність практичної частини дослідження нормативним вимогам — <i>загалом</i> <span style="margin-left: 100px;"><b>20</b></span> <i>балів</i> (повна відповідність – <b>20</b> , відповідність неповна – <b>15</b> , відповідність часткова – <b>10</b> , не відповідає вимогам – <b>0</b> )	
6.	Відповідність висновків результатам теоретичної та практичної складових дослідження — <i>загалом 10 балів</i> (повна відповідність – <b>10</b> , відповідність неповна – <b>8</b> , відповідність часткова – <b>4</b> , не відповідає вимогам – <b>0</b> )	

Усього набрано балів: \_\_\_\_\_

**Оцінка:**

«До захисту»

\_\_\_\_\_ (42-70 балів)

\_\_\_\_\_ (підпис керівника)

«На доопрацювання»

\_\_\_\_\_ (0-41 балів)

\_\_\_\_\_ (підпис керівника)

” ” \_\_\_\_\_ 2022 р.

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## INTRODUCTION

The term paper is focused on such phenomenon as euphemism in political discourse. Terminology, its classifications, different ways of translating euphemisms from the source language into the target one on the base of speeches of Joe Biden.

This phenomenon was observed and investigated by many foreign scholars such as K. Allan & K. Burridge, Rawson, Kany, W. Lutz, D. Crystal and others as well as by Ukrainian scientists namely: I. Kolomiets, V. Velykoroda, I. Mileva, Z. Dubynets, O. Pokhyluk.

The **aim** of this work is to investigate the usage of euphemism in political discourse, the ways of translation euphemisms into Ukrainian.

The research pursues the following objectives:

- 1) define the notion and classification of euphemisms;
- 2) performing different classifications of the phenomenon;
- 3) defining the main reason for this phenomenon to exist;
- 4) performing different translation tactics of euphemisms from English into Ukrainian language;
- 5) reviewing specifics of political discourse analysis;
- 6) defining the popularity of the phenomenon in political discourse.

The **object** of the term paper – euphemism in political discourse.

The **subject** of the term paper – the lexical, grammatical and lexical-grammatical transformations in translation process of euphemisms from English into Ukrainian.

In order to achieve the research aim the following **methods** have been applied: the method of dictionary definitions,, the method the quantitative analysis, the unit-of-delivery method and the method of continuous sampling, the method of interpretation.

**The theoretical and practical value** of the research lays n a broad investigation of different approaches, re regarding the phenomenon, its stucture and specifics. Outcomes of research will provide material for the researches of

euphemisms and their rendering into another language: the research of political discourse will demonstrate the phenomenon and present vivid examples of its usage and translation, that can be helpful for translators` training.

**The research paper structure:** The term paper consists of Introduction, two Chapters, Conclusions, Summary, Bibliography, Lists of Reference and Data Sources, Annex A, Annex B.

The **introduction** defines the aim, tasks, the object and subject, scientific novelty and practical value of the research.

**Chapter One** presents theoretical framework of the phenomenon. There the features and peculiarities of euphemisms were observed, different definitions and classifications, suggested by scholars as well as features of political discourse analysis were presented.

**Chapter Two** represents the analysis of the phenomena in political discourse; outlines the transformations implemented during the process of rendering English political euphemisms into Ukrainian.

In **Conclusion** the results of the theoretical and practical research have been summarized.

# CHAPTER 1

## EUPHEMISMS AS A LANGUAGE PHENOMENON AND TRANSLATION CHALLENGE

### 1.1 Euphemisms: definition and its place in linguistics

Euphemisms is a linguistic phenomena, that was observed and examined by many scholars. But still, they did not come up with the one universally accepted definition of it. So, this sub-chapter is dedicated to review the foreign investigations on this matter.

To start with, according to Merriam-Webbster dictionary euphemism is “the substitution of an agreeable or inoffensive expression for one that may offend or suggest something unpleasant” and also: “the expression so substituted”. Examination of the word reveals that this is originally comes from Greek *eúphēmos*, which means "uttering sounds of good omen," "fair-sounding," or "auspicious." The first part of that root is the prefix *eu-*, meaning "good." The second part is *phēmos*, a Greek word for "speech."

Australian linguists K. Allan & K. Burridge provide definition of euphemism, that is strongly connected with correlation to one`s reputation, i.e. how the words person speaks are affecting one`s status and dictates the attitude this person has from the society: “[a] euphemism is used as an alternative to a dispreferred expression, in order to avoid possible loss of face: either one’s own face or, through giving offence, that of the audience, or some third party.”[7:11] they state the purpose of using euphemisms in speech as an act of politeness. K. Allan & K. Burridge [8:340] took the original meaning of an enhanced phrase and transferred it to euphemism, defined as “sweet talking”. In addition, they provided other two notions, such as a dysphemism and orthophemism, with former being “unfavorable speech”, and latter – “straight, neutral”. So, the main difference between them is speech register and level of directness.

So, according to Allan and Burridge ` a dysphemism is an expression with connotations that are offensive either about the denotatum or to the audience, or both,



and it is substituted for a neutral or euphemistic expression for just that reason` [7:26].

Accordingly, euphemism is usually used to manipulate taboos, impoliteness and profanity so they become acceptable, dysphemism uses harsh language or even taboo words. Orthophemism was coined by Allan and Burrige to refer to direct expressions, straightforward speaking neither euphemism nor dysphemism. [8:251]

K. Allan also developed a term “X-phemism” - “the set union of euphemisms and dysphemisms, which are cross-varietal synonyms”. According to the scientist X-phemisms as cross-varietal synonyms have the same denotative meaning, but have different connotative meaning, so that they are used in different dialects or contexts. Moreover, Allan and Burrige in their work note that the actual meaning of euphemisms and dysphemisms cannot be understood properly when regarded only by the word themselves, but by the context - “Like euphemism, dysphemism is not necessarily a property of the word itself, but of the way it is used”. [9:51]

Rawson, in turn, remarks that euphemisms “[...] are so deeply embedded in our language that few of us, even those who pride themselves on being plainspoken, ever get through a day without using them.” [29:58]

Another scholar Kany gives following definition of euphemisms - “the means by which a disagreeable, offensive or fear-instilling matter is designated with an indirect or softer term. Euphemisms satisfy a linguistic need. For his own sake as well as that of his hearers, a speaker constantly resorts to euphemisms in order to disguise an unpleasant truth, veil an offense, palliate indecency”. [19:10]

W. Lutz has proposed another way to name this phenomena. He named it doublespeak - “when a euphemism is used to mislead or deceive it becomes a doublespeak”. Therefore Lutz describes doublespeak as “language that avoids or shifts responsibility, language that is at variance with its real or purported meaning. It is a language that conceals or prevents thought; rather than extending thought, doublespeak limits it”. [24:348]

The phenomena of euphemism itself is much like connected with the lexicosemantic taboos. As they are regarded by many scholars as the reason of the existing

of euphemisms. Obviously, throughout human history there were many topics, that were considerate as inappropriate, unacceptable, offensive or frightening to talk about or mention directly, because they can trigger people to different psychological response and therefore affect their judgments towards the speaker, which is very important, especially in the political discourse. We will regard this in details in the Chapter 2. Such sensitive topics include death, names of diseases, crimes, sexual relations, physical and mental disabilities, social status, race, wealth and poverty etc. So, the main purpose of euphemisms is to avoid communicative discomfort when discussing them. David Crystal describes it as "the use of a vague or indirect expression in place of one which is thought to be unpleasant, embarrassing, or offensive" [14:128]

There are various classifications of the euphemisms based on different aspects.

Chamizo Dominguez and Sánchez Benedito [12:14] argue, euphemism – apart from its main function of concealing or veiling something unpleasant – serves other minor functions that may be itemized as follows:

- 1) the politeness or respect function
- 2) the dignifying function
- 3) the function of naming frightening or disgusting objects and processes
- 4) the function of attenuating a painful evocation
- 5) the function of naming the taboo object

And the Chinese linguist Wang Bo [32:4] divides euphemisms into three types: positive, negative and neutral:

- 1) positive, turning negative euphemism into positive;
- 2) negative, mitigation of the meaning of the word or expression, but the use is still obscene;
- 3) neutral, replacing the word with foreign euphemisms

V. Velykoroda [1:19], Ukrainian linguist, distinguished euphemisms due to such functions, as:

- 1) preventive function (when direct denotation may cause harm);
- 2) rhetorical function (when the setting is appropriate for joking, for example);

- 3) function of elevation (when direct denotation is of low speech register);
- 4) conspirational function (when direct denotation has to be kept in secret);
- 5) distortional (when there's a need to create a sense of confusion regarding the direct denotation).

O. Pokhyluk also presented his own classification of semantic mechanisms enriching euphemistic lexis: phraseology, generalization, metaphorization, irony, propriation, metonymization, elevation, litote, antonomasia, hyperbole. [5:44]

I. Mileva has also made an impact into Ukrainian lexicology by creating a plan for the first Ukrainian euphemistic phraseological dictionary. Her aim was to incorporate modern social values through cultural and linguistic situation of the 21<sup>st</sup> century. I. Mileva stated [4:230], euphemisms are “essence of socio-cultural, spiritual, psychological climate of the century”.

I. Mileva [4:235] has studied euphemistic set phrases of Eastern Ukraine and divided them into three main groups with regard to their functions of usage:

- 1) spiritually forbidden (connected with religion and beliefs in magical powers of words to affect a human's faith);
- 2) disguising (masking a denotation in order to omit conflict or discomfort);
- 3) softening and meliorative (due to politeness or embellishing).

Z. Dubynets [2:99], in turn has provided the functions of euphemistic expressions in media discourse:

- 1) mitigating communicative discomfort in mentioning topics related with taboos;
- 2) softening certain phrases to avoid conflict;
- 3) camouflaging referents to hide negative phenomena (governing the readership);
- 4) contributing to text creation by expressiveness.

## **1.2 Theoretical background of Euphemisms' translation**

As we already know from the previous chapter euphemisms are the substitution for taboo-words or any words, that can affect the recipient in the negative way. Hence, euphemisms in their nature are motivated elements of speech, in translation of euphemisms it is necessary to dwell into context first and following the definition of euphemisms convey accurate meaning. Moreover, the translator must have enough professional and cultural knowledge of the source language, including history, politics, social particularities to be able to recognize the underlying tone of euphemism. In translation of euphemism it is essential to understand the reason and purpose for using the euphemism, analyze the lexical form and decode the meaning to be able to deliver the message.

There are various translation theories, which propose different approaches to translation. To start with, Mona Arhire describes three main translation universals: explicitation, simplification and normalization. Explicitation is defined as “the tendency of creating a higher degree of redundancy in translations as compared to the corresponding source-language texts”. Simplification involves “breaking up long sentences, omissions of repetitions, shortening of complex phrases, the use of common-language, modern and simple lexical translations of formal, old and affected words occurring in the source language text, etc.” this aims to help recipients to read and understand the text easier. Normalization is “a term generally used to refer to the translator’s sometimes conscious, sometimes unconscious rendering of idiosyncratic text features in such a way as to make them conform to the typical textual characteristics of the target language.

According to Korunets [22:376] there are traditionally recognized ways of translation

#### 1. Literal translation

This type of translation is used when translating international morphemes, lexemes or words that exist in both SL and TL and are almost identical in presentation and have their lexical meaning fully coincide.

#### 2. Verbal translation

This way of translation is also used at lexeme or word level. But the difference between the verbal translation and literal lays is that verbal translating conveys the denotative meaning, rather than orthographic form.

### 3. Word-for word translation

This method is similar to the verbal translation, as it also conveys the denotative meaning, but at the level of word-groups or sentences. It is used very often and the thing is that to achieve the faithfulness using this method, it is crucial to perform various grammatical transformations.

### 4. The interlinear method of translating

This is a strictly faithful delivering of the meaning expressed by word-group or sentence. A completely faithful translation is often achieved by various transformations of the structure. Interlinear translation is not restricted by any of the peculiarities of the word-group, nor word order or structural form.

### 5. Literary translating

This way of translation includes not only adequate rendering of the text to the target language, but the literary standard as well. This method employs on any type of fictional texts, including scientific or technical matter, the language of documents, texts relating to business ect. To achieve faithfulness it requires the deep understanding of the topic text relates to, so this may require historical, technical inquires.

While transferring euphemism into terget language different grammatical, lexical and semantic transformations may appear.

Lexical transformations:

#### 1. Transposition

Transposition is the change in the order of words in phrases and sentences, which is often caused by structural differences in expressing the theme and the rheme in different languages.

#### 2. Grammatical replacement

Grammatical replacement is known as substitution of the word belonging to one part of speech by a word belonging to another part of speech (morphological replacement)

or substitution of one syntactical construction by another one (syntactical replacement).

### 3. Addition

Addition is used to compensate for semantic or grammatical losses and often accompanies transposition and grammatical replacement.

### 4. Ommision

Ommision is a transformation opposite to addition and is aimed to avoid redundant information.

As for lexical and semantic transformation, these are:

#### 1. Generalization

Generalization is a substitution of the source language words of a narrow meaning by the target language words of a general meaning

#### 2. Differentiation

Some words have broad meaning and you need to choose one of variants which suit the context best of all.

#### 3. Concretization (Substantiation)

Concretization is a substitution of source language words with a general meaning by the target language words with a more specific meaning.

#### 4. Logical development (Modulation)

Logical development is a substitution in translation of the dictionary equivalent by the contextual one, which is logically connected with the first.

#### 5. Antonymous translation

Antonymous translation is the substitution of the source language notion by the opposite in translation with the relevant restructuring of the utterance aimed at faithful rendering the content.

#### 6. Full rearrangement

Rearranging of the inner form of any segment of a text. (colloquial set expressions and idioms)

#### 7. Compensation

Compensation is a substitution of an “untranslatable” source element by a different

target element in compliance with the general contents of the source text and in place, which is in line with the rules of the target text.

### **1.3 Specifics of political discourse text analysis**

Discourse is mostly defined as an integral communicative situation, which is conditioned by many factors such as cultural, ethnic, social etc.

Political discourse is one of the most valuable and important spheres of communication as it highly affects the masses and their point of view on the world-wide issues as well as local problems and any other topics politician may be talking about. As politician is the one performing the action of communicating the agenda to the masses it is vital to master the art of language to build their speech correctly in correspondence to the goals, strategies, communicative situation and linguistic means. So that, the way everything is said is correlated with the purpose of saying it.

In politics it is important to appear polite and understanding towards people's problems and concerns, and at the same time be assertive and try win as many votes as possible and to overtake` the opposition by attacking them. Political representatives tend to avoid word that might be associated with unpleasant things in order not to give the negative impression of them to their potential followers.

Therefore, successful political communication is often implies the camouflaging of objective reality, softening or even substitution of certain concepts and terms, and masking of existing problems. So that, in modern political speeches lots of means, which are used to mask the objective reality can be found. Euphemisms is one of such means. They are used to avoid nominating things, that can cause negative response or offend the addressee's feelings, and therefore lead to the negative assessment of the politician himself.

D.A. Alkebayeva has another point of view on the definition of discourse, she claims that “discourse is a main form of communication. It’s right to rely on communication between the addresser and addressee of discourse which leads to appearance of new branch called pragma-stylistics. It deals with two aspects of

communication: oral – discourse and written – text. Discourse takes into account verbal and non-verbal linguistic means, mental issues, intention of communicants as well as communication tools” [6:32].

According to the scholars Henry Frances and Carol Tator: "Discourse is the way in which language is used socially to convey broad historical meanings. It is language identified by the social conditions of its use, by who is using it and under what conditions. Language can never be 'neutral' because it bridges our personal and social worlds," [17:165].

Political discourse is a language of politically related speeches, presentations, discussions etc. “There is no such thing as political language, but a wide and diverse set of discourses, or genres, or registers that can be classified as forms of political language. It would be feasible to identify a set of ‘canonical’ forms of political discourse: policy papers, ministerial speeches, government press releases or press conferences, parliamentary discourse, party manifestos (or platforms), electoral speeches, etc. They are all characterized by the fact that they are spoken or written by (or for) primary political actors – members of the government or the opposition, members of parliament, leaders of political parties, candidates for office” [11:127].

The main communicative intention of this discourse is to persuade the addressee to take certain problem, solve a political or societal problem or encourage to support a party, solution, influence people's opinions and attract potential supporters. To achieve all these purposes politicians need to use language consciously. The way in that they are heard by the public is crucial, consequently it is of vital importance to appear polite and approach delicate topics carefully and avoid words or expressions that may trigger the audiences and give negative impression to the people. At this point, euphemisms are often used in this type of discourse, as they cover this need to be positively regarded.

In general, communicative intention of political discourse is implemented by references to real facts and argumentation, by the use of precision lexicon (numerals, personal names), by the extensive use of tropes and figures of speech (stylistic devices and expressive means), typical of fictional texts, by audio, visual and graphic



means of communication.

In this Subchapter I also would like to analyze a part of Joe Biden`s speech on Efforts to Reduce Gun Violence:

“Good afternoon. Saturday, January 21st, 2023, Lunar New Year, a time to enjoy. A ballroom dance studio, a place of happiness, friendship, and belonging. People across backgrounds and generations celebrating their cultural roots and bonding through ballroom song and dance. A place of refuge where immigrants have lived for years, supported new immigrants who just arrived, becoming not just friends but family.

But as we all saw, a day of festivity and light turned into a day of fear and darkness. A holiday of hope and possibilities marked by horror and pain. Vibrant dances and music replaced by vigils and memorials. Eleven souls taken. Nine injured. Private mourning made public.

That sense of safety shattered. Survivors who will always carry the physical and emotional scars. Families left behind who will never be the same.

One of the worst mass shootings in California history. A tragedy that has pierced the soul of this nation, here in Monterey Park, in the San Gabriel Valley, the heart of the Asian American community.

My dear friend, Judy Chu, former Mayor of Monterey Park and your Congresswoman and Chair of the Congressional Asian Pacific [American] Caucus.

Senator Alex Padilla, a champion for this community and the entire state.

Our good friend, Supervisor Hilda Solis, and all elected officials, law enforcement, first responders, faith leaders, community members all here today.

You’ve shown up for this community, and I know you always will.

To the families of victims who spend time — I get a chance to meet with today and whom Vice President Harris spent time with a few weeks ago, I’m here on behalf of the American people to mourn with you, to pray with you, to let you know you’re loved and not alone.

Every case is different, but I know what it’s like. I know what it’s like to get that call. I know what it’s like to be told. I know what it’s like to lose a loved one so

suddenly. It's like losing a piece of your soul. It's like a black hole in your chest you feel like you're being sucked into.

Suffocating, hardly able to breath. The anger. The pain. The depths of the loss so profound it's hard to explain. The suddenness tends to magnify the grief.

That empty chair at the dinner table. The birthdays, the anniversaries, the holidays without them.

Everyday things, small things, the details you miss the most. The scent when you open that closet door. The park you go by that you used to stroll in. The morning tea you shared together. The bend of his smile. The perfect pitch of her laugh.”

The text under analysis named ‘Remarks by President Biden on Efforts to Reduce Gun Violence’ is of political discourse and falls into grey zone type of text as it first reflect the reality and then change it. The communicative intention of this text is to persuade the addressee and to influence the opinion of the addressee towards a certain societal problem. In this particular text the problem is the gun violence and recent shooting in Monterey Park, in the San Gabriel Valley, in result of which 11 people had been killed and 9 were injured.

The choice of lexicon is represented by proper names used a lot such as: Judy Chu, Alex Padilla, Vice President Harris, numerals: 11, 9; high literary words: on behalf of.

This text is full of euphemisms, which will be regarded in the Chapter 2 and another stylistic devises heavily used such as: metaphors - the soul of this nation; losing a piece of your soul; a black hole in your chest you feel like you're being sucked into, The depths of the loss, oxymoron - a day of festivity and light turned into a day of fear and darkness; Vibrant dances and music replaced by vigils and memorials.; Private mourning made public.; A holiday of hope and possibilities marked by horror and pain.

## CHAPTER 2

### FUNCTIONING OF EUPHEMISMS IN POLITICAL DISCOURSE: DISCOURSE FEATURES, TRANSLATION OPTIONS

#### 2.1 Lexical transformations used during translation of Euphemisms in modern political discourse

Political speeches always contain euphemisms. Considering the theoretical foundation of this research, I would like to proceed with the analysis of the euphemisms found in the speeches of the president of the America – Joe Biden, which are translated into Ukrainian with the usage of lexical transformations namely: generalization, differentiation, substantiation, modulation.

In the speech in Warsaw on One-Year Anniversary of Russia’s Brutal and Unprovoked Invasion of Ukraine - “The United States and our partners stand with Ukraine’s teachers, its hospital staff, its emergency responders, the workers in cities across Ukraine who are fighting *to keep the power on in the face of Russia’s cruel bombardment.*” Here the euphemistic combination *to keep the power on in the face of Russia’s cruel bombardment* stand for the fact of Russia attacking the Ukrainian electric power system in order to cut the power in cities and towns and falling bombs on the civil houses killing civil people all over the Ukraine. *Ukraine’s teachers, its hospital staff, its emergency responders, the workers in cities* in this sentence is used to build more trust with the recipient, showing understanding and evaluating their hard work. This can be translated with the help of modulation and transposition as: “Сполучені Штати та наші партнери стоять разом з українськими вчителями, персоналом лікарень, рятувальниками, працівниками в містах по всій Україні,

які борються за збереження електроенергії в умовах жорстоких бомбардувань з боку Росії.”

Joe Biden often uses euphemism *conflict* to substitute the word war, for example: “We support Ukraine fully in this moment, and we have — we have since the start of this *conflict*.” The euphemism *conflict* is used to soften the meaning and mask the actual situation, which is war. `Conflict` is first and foremost associated with a quarrel or argument between two sides, while association with military action can be only when analyzing the situation. In Ukrainian it is rendered with the help of substantiation: “Ми повністю підтримуємо Україну в цей момент, і ми підтримували - підтримуємо з самого початку цієї *війни*.”

One more euphemism on the war in Ukraine is *aggression*, which is used by Joe Biden in his speeches a lot: “In the area of foreign policy, I hope we’ll continue this bipartisan approach of confronting *Russia’s aggression* in Ukraine.” *Russia’s aggression* is the substitution for war, first of aggression, according to the dictionary, is a spoken or physical behavior that is threatening or involves harm to someone or something, while in fact it relates to war. The translation into Ukrainian is performed with the usage of substantiation: “У сфері зовнішньої політики я сподіваюся, що ми продовжимо цей двопартійний підхід до протистояння *російським атакам* на Україну.”

Avoiding the word `death` Joe Biden uses the euphemism *to pass* in this example: “Studies show, further, that the more — the more likely you are *to pass* or have serious injury, the further you are from access to a hospital.” Translation into Ukrainian is performed with the help of modulation: “Крім того, дослідження показують, що чим далі ви знаходитесь від лікарні, тим більша ймовірність отримати серйозну травму або *померти*.”

„Rural hospitals across the country that depend on ~~Medicare~~–[Medicaid] to cover uncompensated care could *close their doors*.” Euphemistic expression close their doors is used to soften the meaning stop their existence and will not be receiving patients, so that millions of people could be left out without proper medical services. The translation is performed using generalization: “Сільські лікарні по всій країні,

які залежать від Medicare [Medicaid] для покриття безоплатної медичної допомоги, можуть повністю *припинити своє існування.*”

In the speech dedicated to the reducing the gun violence Joe Biden used many euphemism to the word death. One of the examples is *absence* “And as time passes, the shock and numbness slowly make way for the sobering reality of their *absence.*” Here absence is softening and masking the real fact of these people being dead. Modulation is implemented during translation: “І з часом шок і відчуття оніміння повільно поступаються місцем протверезній реальності їхньої *втрати.*”

“Meanwhile, together we have made sure that Russia is paying the price for *its abuses.*“ The euphemism abuses substitute the severe damage caused to Ukrainian people, infrastructure and war crimes committed by Russian military against people of Ukraine during the war. The translation is performed with the help of substantiation and addition: “Тим часом, ми разом переконуємося, що Росія платить ціну за *скоєні злочини.*”

Another example of using the euphemism is *to live free from the aggression*: “Yes, we would stand up for the right of people *to live free from aggression.*“ Aggression substitutes war and everything it brings into people's lives. Translation is performed with the help of modulation “Так, ми будемо відстоювати право людей *жити в безпеці.*”

Talking about the war in Ukraine Joe Biden uses another euphemism: “*Extraordinary brutality* from Russian forces and mercenaries.» This euphemism is the substitution for the war crimes and dehumanizing acts of Russia military towards civilians in Ukraine. It is used to soften and avoid the naming of the real events happening in Ukraine. The translation is performed with the help of modulation: “*Нелюдська поведінка* з боку російських військ та найманців.”

Talking about mass shooting Joe Biden uses death-related euphemism *loved one* not to trigger feelings of the audience: “But I promise you — I promise you the day will come when the memory of your *loved one* brings a smile to your lips before it brings a tear to your eye.” The real meaning behind this euphemism is people who was killed in the mass shooting. I propose translation using modulation: “ Але я

обіцяю вам - я обіцяю вам, що настане день, коли спогад про вашу *кохану людину* викличе посмішку на ваших вустах, перш ніж викликати сльози на ваших очах.”

Giving a speech dedicated to the mass shooting Biden uses the euphemism *tragedy*: “A community that in the face of horrific *tragedy* has become a symbol of hope and resilience.” The euphemism *tragedy* refers and masks the mass shooting, in which 11 people got killed. This euphemism is used not to name the situation directly, but refer to it in an emotional, understanding way. This is rendered into Ukrainian with the help of modulation: “Спільнота, яка перед обличчям жахливого *потрясіння* стала символом надії та стійкості.”

In his speech, Joe Biden uses euphemism to defend freedom “But we built the weapons and the equipment that helped *defend freedom* and sovereignty in Europe years ago.” *To defend freedom* substitutes to win the war in Ukraine against Russia and keep the borders as they were. The translation is performed with the help of modulation: “Але ми виготовили зброю і обладнання, які допомогли *відстояти свободу* і суверенітет Європи багато років тому.”

“And the cost of *the fight* is not cheap, but caving to aggression is even more costly.” The fight is the substitution for the word war, which is used to mask the real event happening in Ukraine. The cost of the fight relates to massive loss of lives and infrastructure damage Ukraine is bearing in this war. The translation is performed implementing modulation: “Хоча *боротьба* коштує недешево, але піддатися агресії - ще дорожче.”

Talking about victims of the mass shooting, Joe Biden uses another euphemism for the word death: “And *three lives have been lost* and five seriously injured.” To lose life is a euphemism for the verb to be killed in this case. Passive voice is also used intentionally not to name any persona and mask the reality of this tragedy. It makes the audience subconsciously believe as if it had happened almost by itself because no doer of the action is named, so the killing is exposed as dying which is easier to accept. I propose to render it with the help of modulation: “*Три людини загинули* і п'ятеро отримали серйозні поранення.”

On the press conference Joe Biden was asked about the war Ukraine and current prediction on it: “And it’s evidence of the fact that they have some real *problems* — *Russian* — *the Russian military*.” This phrase was used to avoid naming the real fact, which are Russian military occupying, diminishing the infrastructure and killing civilians of Ukraine. So, the `problem` is not `Russian military`, but the war action it takes on the Ukrainian territory. The rendering into Ukrainian is performed with the help of substantiation: “І це свідчення того, що у них є реальні *проблеми - російські військові атаки*.”

Another euphemism Joe Biden uses in regard to war in Ukraine: “You know, it was nearly one year ago — (applause) — nearly one year ago I spoke at the Royal Castle here in Warsaw, just weeks after Vladimir Putin had unleashed his *murderous assault* on Ukraine.” This euphemistic expression is used to substitute the word war. In translation omission and modulation and omission are used: “Ви знаєте, це було майже рік тому - (оплески) - майже рік тому я виступав у Королівському замку тут, у Варшаві, всього через кілька тижнів після того, як Владімір Путін розв'язав *жорстоку війну в Україні*.”

“If you get rid of the Affordable Care Act, it would mean that more than 100 million Americans with *pre-existing conditions* would lose the critical protections they have now.” Standing for the Affordable Care act Biden is predicting the possible outcome and talking about who is going to be affected in the case of eliminating this initiative. Euphemism *pre-existing conditions* substituted and softens the chronicle diseases, as disease is concerned to be a taboo word. In Ukrainian it is translated using generalization as: “Якщо ви позбудетеся Закону про доступну медицину, це означатиме, що понад 100 мільйонів американців з *уже існуючими захворюваннями* втратять критично важливий захист, який вони мають зараз.”

## **2.2 Grammatical transformations implemented during translation of Euphemisms in modern political discourse**

I would like to proceed with the analysis of the euphemisms which are rendered into Ukrainian with the help of grammatical transformations: transposition, replacement, addition and omission.

Another example of avoiding the death-related taboo words is *to give one`s life*, as we can see in this example: “It’s a dream for those Ukrainian patriots who have fought for years against *Russia’s aggressions* in the Donbas and the heroes who have given everything, given their lives, in the service of their beloved Ukraine.” *Given their life* is the substitution for the word death, to start with, it expresses the choice of the individual to die in the name of his country, while in reality he has been killed on the battlefield. Here, in Ukrainian variant transposition and addition is implemented during translation: “Це мрія для тих українських патріотів, які роками боролися проти агресії Росії на Донбасі, і героїв, які віддали все, *навіть життя*, на службі своїй улюбленій Україні.” Another euphemism is *Russia`s aggressions*, which substitute the acts of war that has been taken place in the Donbas since 2014.

One more euphemistic expressions *food insecurity* and *brutal assault* Joe Biden used in the meeting dedicated to the Black History Month: “In Kenya, she met families affected by devastating drought and *food insecurity*— made worse by *Putin’s brutal assault* on Ukraine.” *Brutal assault* is the substitution for war, which is used to soften the meaning of what is happening in Ukraine. There is also a euphemistic expression *food insecurity*, which is softening and masking the deficit of food in Africa. The word `insecurity` is neutral so it is not causing any negative feelings to the recipient, as it makes us feel like it is not really a problem, just the situation became slightly different to what it was before. I propose to translate it into Ukrainian implementing addition and transposition: “У Кенії вона зустрічалася з сім’ями, які постраждали від руйнівної посухи та *відсутності продовольчої безпеки*, що посилювалися внаслідок *жорстокого нападу Путіна* на Україну.”

Another example from the same speech given by Joe Biden: “And the moment when the world came together at the G20 to urge de-escalation, Russia continues to — has chosen *to escalate* in Ukraine, while we’re meeting.” Euphemism *to escalate*



here is used as substitution to heavily bombarding the electric power systems of Ukraine at the time this meeting was taking place in order to soften the real events. This citation is translated using addition: “І в той момент, коли світ зібрався на G20, щоб закликати до деескалації, Росія продовжує - вирішує *загостювати конфлікт* в Україні, поки ми зустрічаємося.”

In the same speech Joe Biden uses the euphemism *the most diverse* to highlight the multi-ethnicity of the American nation, choosing diverse over multi-racial to name people of all nationalities. “And special thanks to members of *the most diverse* administration in history who are here — the most diverse administration.” The translation is performed with the help of omission, compensated with the superlative prefix in Ukrainian: “І особлива подяка членам найрізноманітнішої адміністрації в історії, які сьогодні тут - *найрізноманітнішої* адміністрації.”

“And so, we want to make sure that there’s a relationship that they’re able to defend themselves and take on what is purely a — a — *the ugliest aggression* that’s occurred since World War Two on a massive scale, on the part of Putin, within Ukraine.” The translation is performed using omission, which compensated with the superlative prefix “І тому ми хочемо переконатися, що існують відносини, які дозволять їм захистити себе і протистояти тому, що є *найпотворнішою агресією*, яка відбулася з часів Другої світової війни в масовому масштабі з боку Путіна на території України.”

“And it remains to be seen whether or not there’ll be a judgment made as to whether or not Ukraine is prepared *to compromise* with Russia.” Answering to the question of journalist about the perspective of the war in Ukraine, Joe Biden uses euphemism to compromise, which I associated with the mutually profitable agreement between two sides and masking the true colors of the situation. As in this case stands for Ukraine agreement with Russia on Russia's conditions, that are very unfavorable for Ukraine itself. In Ukrainian it is rendered with the help of addition “І ще невідомо, чи буде прийнято рішення про те, чи готова Україна *йти на компроміс* з Росією, чи ні.”

„President Putin’s craven *lust for land and power* will fail.“ This euphemistic

expression stands for the invasion and war action, which were undertaken to get territory of Ukraine by Putin. It is translated onto Ukrainian with the help of transposition: “Несамовита *пристрасть* президента Путіна до землі і влади зазнає поразки.”

„Number two, I — there are a number of things that we can and must do to make it — and, by the way, this is a case involving an *Asian American*, in terms of getting into school, and whether there’s affirmative action makes sense at all from the standpoint of those who are arguing against it.” Joe Biden uses this euphemistic expression *Asian American* which means Americans of Asian origin, it performs a unifying function, emphasizing the multi-nationality of America and the equality of all its citizens without exception, as well as insisting on their common roots with the Asian people. The rendering into Ukrainian is performed using addition: “По-друге, я - є ряд речей, які ми можемо і повинні зробити, щоб зробити це - і, до речі, це випадок з *американцями азійського походження*, з точки зору вступу до школи, і чи має сенс взагалі позитивна дискримінація з точки зору тих, хто сперечається проти неї.”

Another euphemism used in this speech by Joe Biden is *public safety*: “And it’s about crime and *public safety*.” The choice of the word safety is explained by the willing of coming down the audience and make it feel revealing and peaceful, while the reality is that mass shooting happened in is showing that there is actual danger because of gun violence. The translation into Ukrainian is performed implementing grammatical replacement: “І мова йде про злочинність та *безпеку громадян*.”

In regards to the COVID-19 Joe Biden uses the euphemism *concern*: “It’s still a *concern*, but it no longer controls our lives.” Concern is the euphemism which substitutes the pandemic. It is the neutral word which was chosen not to refer directly to the thing, that can be found unsettling and unpleasant by the audience. The translation is performed with the help of addition: “Це все ще викликає *певне занепокоєння*, але більше не контролює наше життя.”

Another euphemism for the taboo-word death is *loss*. President Biden uses it on the meeting dedicated to the reducing gun violence: “The depths of the *loss* so

profound it's hard to explain.” The euphemism loss is masking and soften the reality of people got shot death, and establishing trust with those who were closed to them by paying attention and showing understanding to their feelings. The translation is implementing addition: “Глибина болю від їхньої втрати настільки глибока, що її важко пояснити.”

Joe Biden also uses the euphemism *Russia's brutal, full-scale invasion*: “Yesterday marked 11 months since *Russia's brutal, full-scale invasion* of Ukraine; 11 months in which the Ukrainian people have showed Putin and the world the full force of their courage and the indomitable determination to live free.” This euphemism is used to substitute the word war actions on the Ukrainian territory . The translation is performed implementing transposition: “Вчора виповнилося 11 місяців з моменту жорстокого, повномасштабного вторгнення Росії в Україну; 11 місяців, протягом яких український народ продемонстрував Путіну і всьому світу всю силу своєї мужності і незламну рішучість жити вільно.”

Another euphemism for the war in Ukraine is Russian assault: “So, the brave people of Ukraine, including the many civilians who have taken up arms to defend taken up arms to defend their country, deserve every ounce of credit for pushing back the *Russian assault* and frustrating *Putin's desire to dominate Ukraine*.” Russian assault substitutes the word war that is happening in Ukraine and one more euphemistic expression here is *Putin`s desire to dominate Ukraine*, the verb to dominate is softening the meaning to seize and rule the country of Ukraine. The translation is performed with the help of transposition: “Отже, хоробрий народ України, включно з багатьма цивільними особами, які взяли до рук зброю, щоб захистити свою країну, заслуговує на всіляку похвалу за те, що відкинув російський воєнний наступ і зірвав бажання Путіна захопити Україну.”

The euphemism *passed away* is used by Joe Biden: “There was Rosie the Riveter — who I actually got to meet, quite frankly, before she *passed away* — and a lot of people who, in fact, kept the — kept it going.” To pass away substitutes to die in the way that does not name it directly. The translation is performed implementing omission: “Там була Розі Клепальниця - з якою я познайомився, чесно кажучи,

перед тим, як вона *загинула* — і багато людей, які, по суті, підтримували - підтримували його.”

“I talked about what I’m about to tell you about today, as well as — he was thanking the American people for their support, understands it’s significant, and was — we talked about keeping everyone together, in terms of Europe, the European Union, and others, in the effort to stop *Putin’s brutality*.” Putin’s brutality is another euphemism for the word war. It is used to mask the reality and not to trigger people’s feelings. This euphemism is translated with the help of transposition: “Я говорив про те, про що збираюся розповісти вам сьогодні, а також - він дякував американському народу за підтримку, розуміє, що вона важлива, і - ми говорили про те, щоб всі були разом, в сенсі Європи, Європейського Союзу та інших, в зусиллях зупинити *жорстокість Путіна*.”

“This is money the government can help use to help stabilize their economy, to support *communities* that have been devastated by the *Russian onslaught*, and pay the brave workers that continue to provide essential services to the people of Ukraine.” Here are two examples of euphemisms. First is *communities*, which substitutes people who lost everything, including houses and jobs. Communities is a general word which is neutral and does not give any further information about people from that community nor what do they have in common. In this case this euphemism plays softening role of the reality. Russian onslaught stands for the war Russia has had launched against Ukraine, and is used not to name it directly, so that not to trigger people. Addition and transposition are used during the rendering into Ukrainian: “Це гроші, які уряд може використати для стабілізації економіки, підтримки постраждалих від *російського військового вторгнення громад* та виплати зарплат відважним працівникам, які продовжують надавати життєво важливі послуги населенню України.”

Joe Biden also uses the euphemism issue: “Folks, this shouldn’t be a red or blue issue; it’s an *American issue*.” In this case an issue is gun violence, mass shootings and crimes that are committed against communities using assault weapon. And by saying it’s an American issue Biden encourages Americans to unification and

cooperation in order to solve this problem, which exists for everyone in America. I propose the translation with the help of addition: “Друзі, це не повинно бути питанням партій, це *американське національне питання*.”

In the speech regarding mass shooting, Joe Biden used euphemism nightmare: “And it’s a family’s worst *nightmare*, and it’s happening far too often in this country.” The purpose of this euphemism is avoiding the direct name of phenomena as well as building trust with the audience reassuring their attitude with emotionally colored lexical substitution for the word-combination mass shooting. I propose the following translation implementing grammatical replacement: “І це найгірший *нічний кошмар* для сім’ї, який трапляється в цій країні надто часто.”

Joe Biden as a representative of Democratic Party is talking about the previous years of the country: “Our democracy has been *tested* in recent years. But with their votes, the American people have spoken and proven once again that democracy is who we are.” The euphemism tested is used in regards to the Republican Party, which is the opponent of the Democratic Party, the representative of which was in head of the country – Donald Trump. Democracy has been tested is masking the prominent disrespect and insecurity of the choices, which were made and insure people that from the moment the Democratic Party will be elected, the policies will change to the favor of the people of America. The rendering into Ukrainian is performed with the help of addition: “Наша демократія *проходила випробування* останніми роками. Але своїм голосуванням американський народ висловився і ще раз довів, що демократія - це те, ким ми є.”

In the speech dedicated to the gun violence and ways to reduce crimes committed with the fired arms Joe Biden uses euphemism whose family has been victimized: “But in your own ways, you’ve each — each of you whose *family has been victimized* have summoned the courage to find purpose through your pain, to stir justice that’s been too long dormant, and to give hope while in need of hope yourself.” This euphemistic combination substitutes whose family member was killed. The purpose of it is to soften the reality and avoid naming it directly. The translation into Ukrainian is performed using addition: “Але кожен з вас - кожен з

вас, чия *родина постраждала від насильства*, - по-своєму знайшов у собі мужність знайти мету через свій біль, розбудити справедливість, яка надто довго дрімала, і дарувати надію, коли сам її потребував.”

Talking about families of people who has been killed in the mass shooting Joe Biden uses the following euphemistic combination: “For example, we need to provide more mental health support and grief — for grief and trauma — (applause) — and more financial assistance when a family *loses the sole breadwinner* or when a small business shuts down due to a lengthy shooting investigation.” This substitutes the death of the person who was providing money for the family, also the breadwinner is a gender free word which can be used towards the male as well as female, so by saying this president also avoids sexism. Omission is used while rendering into Ukrainian: “Наприклад, ми повинні надавати більше підтримки з питань психічного здоров'я і горя - для горя і травм (оплески) - і більше фінансової допомоги, коли сім'я втрачає *єдиного годувальника* або коли малий бізнес закривається через тривале розслідування стрілянини.”

### **2.3 The use of lexico-grammatical transformations implemented during translation of Euphemisms in modern political discourse**

In this subchapter the analysis of euphemisms translated with the help of lexico-grammatical transformations is performed, namely: *antonymic translation, total reorganization, compensation, descriptive translation, transformations of idioms in translation.*

Talking about war in Ukraine and Putin`s assumption and plans as for the, Joe Biden is using euphemistic expression *weaponize energy*: “He thought he could *weaponize energy* to crack your resolve — Europe’s resolve.” This euphemism substitutes the usage of energy resources as the way to gain power and use energy resources as a weapon to control the consequences of the military actions and get away with the war in Ukraine. This euphemistic expression is rendered into

Ukrainian with the help of descriptive translation: “Він думав, що може використати енергію як зброю, щоб зламати вашу волю - волю Європи.”

At the press conference Joe Biden uses the euphemism problem: “A lot of people are trying to do it because they know we got a *problem*.” This euphemism is used in regards to the death rate of the pandemic. He is talking about over a million people who died because of the COVID-19 and their families and friends who got affected by it mentally and need help and support to get through their losses. The translation is performed using total reorganization: “Багато людей намагаються це зробити, бо знають, що ми знаходимося в складному становищі.”

Joe Biden in his Speech is also using euphemism *gun safety*. The word `safety` is used to make people feel as if they know are safer, even though the situation has hardly changed. Essentially this euphemism was used to obtain votes from people who already have a gun, but in reality it doesn't mean it became safer for those who don't own it. “And we're revitalizing American manufacturing; *gun safety* — we did it together — and dozens of laws positively impacting on our veterans.” It is rendered into Ukrainian with the help of compensation: “І ми відроджуємо американське виробництво, закон про безпечне використання зброї - ми зробили це разом - і десятки законів, що позитивно впливають на наших ветеранів.”

Joe Biden also uses euphemistic expression “And you know, *if the line goes flat, that it's over*.” This is giving the philosophical attitude towards everything, it relates to the ups and downs in life including politics and economics. In this way president is making the audience to be more tolerant and understanding in regards to existing problems in the country. In Ukrainian it is rendered with the help of total reorganization: “І як ви знаєте, немає життя там, де немає змін.”

Joe Biden when talking about mass shooting and victims of it said: “*Eleven souls taken*.” This can be regarded as euphemism as the meaning behind eleven souls taken is 11 people got killed, in this euphemism no indication of the persona, committing a crime, this way to put it was chosen intentionally not to trigger people's feelings and to mask the reality. I propose the translation implementing total reorganization: “Одинадцять людей померло”

While talking about the victims of the mass shooting, Joe Biden uses another euphemism: “It’s like losing *a piece of your soul*.” *To lose a piece of the soul* substitutes the death of the close person, in this case because of the man killing him in the mass shooting. The purpose of using it is to show understanding, built trust with the audience and avoid triggering people, who can relate to this. The translation is performed with the help of idiomatic translation: “Це як втратити *частину свого серця*”.

While talking about the attempts and steps already taken to resolve the issue of gun violence, Joe Biden uses euphemism ghost guns: “On May 7th, we issued a proposed rule to help address the proliferation of *ghost guns*.” This euphemism stands for the illegal distribution of fired arm, which are usually made by oneself at home, so that they are unregistered, untraceable and can be bought by anyone with no questions asked. The purpose of this euphemism is to mask the phenomena and not to trigger or scare the audiences. The rendering into Ukrainian is reformed with the help of descriptive translation: “7 травня ми опублікували запропоновані правила, які допоможуть боротися з розповсюдженням *незарєстрованої зброї*.”

“I think the vast majority of the members of the Republican Party, we disagree strongly on *issues* but they’re decent, honorable people.” Using the euphemism issues Joe Biden refers to such as: global warming, which is considered as a bid issue by Democrats, but almost disregarded by Republican; Taxes, Democrats are standing on paying taxes in accordance to the income (the more person earn, the higher taxes he pays), while Republican think otherwise and insist on fixed taxes for everyone, regardless the income; Healthcare; Abortion; Gun-control; Immigrants etc. I propose the translation with the help of total reorganization: “Я думаю, що переважна більшість членів Республіканської партії, ми сильно розходимося в *поглядах*, але вони порядні, чесні люди.”

While doing a report Joe Biden uses euphemism disservice in regards to oil companies: “And I think that the — the — the — the oil companies are really doing the nation a real *disservice*.” This euphemism substitutes big oil companies violating price policies after the hard situation with gasoline, which has to do with shortage of



fuel. I propose the rendering into Ukrainian using descriptive translation: “І я думаю, що нафтові компанії насправді роблять нації дуже *погану послугу*.”

Talking about the accomplishments and further plans Joe Biden uses the following euphemistic expression: “That’s why, since I was sworn in as President two years ago, my administration has focused intensely on getting more people affordable healthcare and bringing down medical costs so *you have a little bit of breathing room* again.” This euphemistic combination relates to the fact that many people who have chronic diseases pay enormous amounts of money for medication, which are vitally important for them, some people cannot even afford it. So, this expression first and foremost builds some kind of trust with the audience, show understanding and caring for people. The translation is performed with the help of total reorganization: “Саме тому, з моменту моєї присяги на посаді Президента два роки тому, моя адміністрація інтенсивно зосередилася на наданні більшій кількості людей доступної медичної допомоги та зниженні витрат на медицину, щоб у вас знову з’явилась *можливість видихнути*.”

Another euphemisms in this speech *undeserved* and *underrepresented*: “That’s why Black- and brown-owned businesses and other *underserved* communities have been historically *underrepresented* in such federal contracting.” These euphemistic expressions are used to mask the racism which led to suppression of certain group of people, namely people of color. In Ukraine it is rendered with a help of descriptive translation: “Ось чому бізнеси, якими керують чорношкірі та темношкірі власники та інші громади, які *не отримували достатнього обслуговування* історично були *недостатньо представлені* в таких федеральних програмах.”

While giving another speech Biden also pays special attention on the multi-ethnicity of America: “They represent a bigger story of who we are as Americans, embodying the simple truth that our *diversity* — our *diversity* is the strength of this nation.” It is translated into Ukrainian with the help of descriptive translation “Вони представляють велику історію про те, ким ми є як американці, втілюючи просту істину, що наша *приналежність до різних націй і культур* - наша *різноманітність* є силою цієї нації.”

**Table 2*****The types of transformations implemented during the translation***

Type of transformations implemented during the translation		%
Lexical transformations	17	34%
Grammatical transformations	25	50%
Lexical-grammatical transformations	13	26%

**Table 2.1*****Lexical transformation implemented during the translation***

Lexical transformations		%
Modulation	11	65%
Substantiation	4	23%
Generalization	2	12%

**Table 2.2*****Grammatical transformations implemented during the translation***

Grammatical transformations		%
Addition	12	48%
Omission	4	16%

Grammatical replacement	2	8%
Transposition	7	28%

**Table 2.3*****Lexical-grammatical transformations implemented during the translation***

Lexical-grammatical transformations		%
Total reorganization	5	38%
Descriptive translation	6	46%
Idiomatic translation	1	8%
Compensation	1	8%

## CONCLUSION

The phenomenon of the euphemisms is very popular, especially in political discourse as euphemisms match perfectly to the essential purpose in political discourse: to keep the image of the politician respectable and attractive, as it allows to approach delicate or controversial topics without giving bad impression to the audience and at the same time to influence the opinion of the masses in their favor. Every politician is very much concerned about the image, which dictates the attitude toward the him/her, therefore everything they say is constructed carefully and consciously.

As politician is the one performing the action of communicating the agenda to the masses it is vital to master the art of language to build their speech correctly in correspondence to the goals, strategies, communicative situation and linguistic means. So that, the way everything is said is correlated with the purpose of saying it. Therefore, euphemisms play face-saving role in political discourse as well as they are the perfect means to achieve political correctness, soften the impact of the negative topics, diplomatic relations and influencing the audience.

During the translation from English into Ukrainian of the preceded euphemisms lexical, grammatical and lexical grammatical transformation were used. The results of analysis demonstrate that the most frequently used type of transformation is grammatical transformation, which was implemented half of the

times (50%), Lexical transformations are used fewer times (34%) and lexical grammatical transformations are to be of the fewest amount of usage, thus they still come up to be a quarter (26%).

The results of analysis of lexical transformations which were used the most numerous is modulation (65%), while the least numerous is generalization (12%), substantiation is twice more frequently used than that (23%).

According to the results of analysis of grammatical transformations the most frequently used transformation is addition, which was implemented nearly in half of the cases (48%), transposition was used almost twice as much than addition (28%), while the least implemented transformations among these were omission (16%) and grammatical replacement (8%)

As the result show the most frequently used lexical grammatical transformation is descriptive translation, which is almost equal to half of the examples (46%), Not much further is total reorganisation (38%), and the least frequent lexical grammatical transformations are idiomatic translation (8%) and compensation (8%).

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## ANNEX

1. The United States and our partners stand with Ukraine's teachers, its hospital staff, its emergency responders, the workers in cities across Ukraine who are fighting *to keep the power on in the face of Russia's cruel bombardment*. — Сполучені Штати та наші партнери стоять разом з українськими вчителями, персоналом лікарень, рятувальниками, працівниками в містах по всій Україні, які борються за збереження електроенергії в умовах жорстоких бомбардувань з боку Росії.
2. We support Ukraine fully in this moment, and we have — we have since the start of this *conflict*. — Ми повністю підтримуємо Україну в цей момент, і ми підтримували — підтримуємо з самого початку цієї *війни*.
3. In the area of foreign policy, I hope we'll continue this bipartisan approach of confronting *Russia's aggression* in Ukraine. — У сфері зовнішньої політики я сподіваюся, що ми продовжимо цей двопартійний підхід до протистояння *російським атакам* на Україну.
4. Studies show, further, that the more — the more likely you are *to pass* or have serious injury, the further you are from access to a hospital. — Крім того, дослідження показують, що чим далі ви знаходитесь від лікарні, тим більша ймовірність отримати серйозну травму або *померти*.
5. Rural hospitals across the country that depend on Medicare [Medicaid] to

cover uncompensated care could *close their doors*. — Сільські лікарні по всій країні, які залежать від Medicare [Medicaid] для покриття безоплатної медичної допомоги, можуть повністю *припинити своє існування*.

6. And as time passes, the shock and numbness slowly make way for the sobering reality of their *absence*. — І з часом шок і відчуття оніміння повільно поступаються місцем протверезній реальності їхньої *втрапи*.

7. Meanwhile, together we have made sure that Russia is paying the price for its *abuses*. — Тим часом, ми разом переконуємося, що Росія платить ціну за скоєні *злочини*.

8. Yes, we would stand up for the right of people *to live free from aggression*. — Так, ми будемо відстоювати право людей *жити в безпеці*.

9. *Extraordinary brutality* from Russian forces and mercenaries. — *Нелюдська поведінка* з боку російських військ та найманців.

10. But I promise you — I promise you the day will come when the memory of your *loved one* brings a smile to your lips before it brings a tear to your eye. — Але я обіцяю вам - я обіцяю вам, що настане день, коли спогад про вашу *кохану людину* викличе посмішку на ваших вустах, перш ніж викликати сльози на ваших очах.

11. A community that in the face of horrific *tragedy* has become a symbol of hope and resilience. — Спільнота, яка перед обличчям жахливого *потрясіння* стала символом надії та стійкості.

12. But we built the weapons and the equipment that helped *defend freedom* and sovereignty in Europe years ago. — Але ми виготовили зброю і обладнання, які допомогли *відстояти свободу* і суверенітет Європи багато років тому.

13. And the cost of the *fight* is not cheap, but caving to aggression is even more costly. — Хоча *боротьба* коштує недешево, але піддатися агресії - ще дорожче.

14. And *three lives have been lost* and five seriously injured. — *Три людини загинули* і п'ятеро отримали серйозні поранення.

15. And it's evidence of the fact that they have some real problems — Russian — *the Russian military* .— І це свідчення того, що у них є реальні проблеми -

*російські військові атаки.*

**16.** You know, it was nearly one year ago — (applause) — nearly one year ago I spoke at the Royal Castle here in Warsaw, just weeks after Vladimir Putin had unleashed his *murderous assault* on Ukraine. — Ви знаєте, це було майже рік тому - (оплески) - майже рік тому я виступав у Королівському замку тут, у Варшаві, всього через кілька тижнів після того, як Владімір Путін розв'язав *жорстоку війну* в Україні.”

**17.** If you get rid of the Affordable Care Act, it would mean that more than 100 million Americans with *pre-existing conditions* would lose the critical protections they have now. — Якщо ви позбудетеся Закону про доступну медицину, це означатиме, що понад 100 мільйонів американців з *уже існуючими захворюваннями* втратять критично важливий захист, який вони мають зараз.

**18.** It's a dream for those Ukrainian patriots who have fought for years against Russia's aggressions in the Donbas and the heroes who have given everything, *given their lives*, in the service of their beloved Ukraine. — Це мрія для тих українських патріотів, які роками боролися проти агресії Росії на Донбасі, і героїв, які віддали все, *навіть життя*, на службі своїй улюбленій Україні.

**19.** In Kenya, she met families affected by devastating drought and *food insecurity*. — У Кенії вона зустрічалася з сім'ями, які постраждали від руйнівної посухи та *відсутності продовольчої безпеки*.

**20.** Made worse by *Putin's brutal assault* on Ukraine. — Що посилюється внаслідок *жорстокого нападу Путіна* на Україну.

**21.** And the moment when the world came together at the G20 to urge de-escalation, Russia continues to — has chosen *to escalate* in Ukraine, while we're meeting. — І в той момент, коли світ зібрався на G20, щоб закликати до деескалації, Росія продовжує - вирішує *загостювати конфлікт* в Україні, поки ми зустрічаємося.

**22.** And special thanks to members of the most diverse administration in history who are here — *the most diverse* administration. — І особлива подяка членам найрізноманітнішої адміністрації в історії, які сьогодні тут -

найрізноманітнішої адміністрації.

23. And so, we want to make sure that there's a relationship that they're able to defend themselves and take on what is purely a — a — *the ugliest aggression* that's occurred since World War Two on a massive scale, on the part of Putin, within Ukraine. — І тому ми хочемо переконатися, що існують відносини, які дозволять їм захистити себе і протистояти тому, що є *найпотворнішою агресією*, яка відбулася з часів Другої світової війни в масовому масштабі з боку Путіна на території України.

24. And it remains to be seen whether or not there'll be a judgment made as to whether or not Ukraine is prepared *to compromise* with Russia. — І ще невідомо, чи буде прийнято рішення про те, чи готова Україна *йти на компроміс* з Росією, чи ні.

25. Number two, I — there are a number of things that we can and must do to make it — and, by the way, this is a case involving an *Asian American*, in terms of getting into school, and whether there's affirmative action makes sense at all from the standpoint of those who are arguing against it. — По-друге, я - є ряд речей, які ми можемо і повинні зробити, щоб зробити це - і, до речі, це випадок з *американцями азіатського походження*, з точки зору вступу до школи, і чи має сенс взагалі позитивна дискримінація з точки зору тих, хто сперечається проти неї.

26. And it's about crime and *public safety*. — І мова йде про злочинність та *безпеку громадян*.

27. It's still a *concern*, but it no longer controls our lives. — Це все ще викликає певне *занепокоєння*, але більше не контролює наше життя.

28. The depths of *the loss* so profound it's hard to explain. — Глибина болю від їхньої *втрати* настільки глибока, що її важко пояснити.

29. Yesterday marked 11 months since *Russia's brutal, full-scale invasion of Ukraine*; 11 months in which the Ukrainian people have showed Putin and the world the full force of their courage and the indomitable determination to live free. — Вчора виповнилося 11 місяців з моменту *жорстокого, повномасштабного*

*вторгнення Росії в Україну*; 11 місяців, протягом яких український народ продемонстрував Путіну і всьому світу всю силу своєї мужності і незламну рішучість жити вільно.

**30.** So, the brave people of Ukraine, including the many civilians who have taken up arms to defend their country, deserve every ounce of credit for pushing back the Russian assault and frustrating Putin's desire *to dominate Ukraine*. — Отже, хоробрий народ України, включно з багатьма цивільними особами, які взяли до рук зброю, щоб захистити свою країну, заслуговує на всіляку похвалу за те, що відкинув російський воєнний наступ і зірвав бажання Путіна *захватити Україну*.

**31.** There was Rosie the Riveter — who I actually got to meet, quite frankly, before she *passed away* — and a lot of people who, in fact, kept the — kept it going. — Там була Розі Клепальниця - з якою я познайомився, чесно кажучи, перед тим, як вона *загинула* - і багато людей, які, по суті, підтримували - підтримували його

**32.** I talked about what I'm about to tell you about today, as well as — he was thanking the American people for their support, understands it's significant, and was — we talked about keeping everyone together, in terms of Europe, the European Union, and others, in the effort to stop *Putin's brutality*. — Я говорив про те, про що збираюся розповісти вам сьогодні, а також - він дякував американському народу за підтримку, розуміє, що вона важлива, і - ми говорили про те, щоб всі були разом, в сенсі Європи, Європейського Союзу та інших, в зусиллях зупинити *жорстокість Путіна*.

**33.** This is money the government can help use to help stabilize their economy, to support communities that have been devastated by the *Russian onslaught*, and pay the brave workers that continue to provide essential services to the people of Ukraine. — Це гроші, які уряд може використати для стабілізації економіки, підтримки постраждалих від *російського військового вторгнення* громад та виплати зарплат відважним працівникам, які продовжують надавати життєво важливі послуги населенню України.

34. Folks, this shouldn't be a red or blue issue; it's *an American issue*. — Друзі, це не повинно бути питанням партій, це *американське національне питання*.
35. And it's a family's worst *nightmare*, and it's happening far too often in this country. — І це найгірший *нічний кошмар* для сім'ї, який трапляється в цій країні надто часто.
36. Our democracy has been *tested* in recent years. But with their votes, the American people have spoken and proven once again that democracy is who we are. — Наша демократія *проходила випробування* останніми роками. Але своїм голосуванням американський народ висловився і ще раз довів, що демократія - це те, ким ми є.
37. But in your own ways, you've each — each of you whose *family has been victimized* have summoned the courage to find purpose through your pain, to stir justice that's been too long dormant, and to give hope while in need of hope yourself. — Але кожен з вас - кожен з вас, чия *родина постраждала від насильства*, - по-своєму знайшов у собі мужність знайти мету через свій біль, розбудити справедливість, яка надто довго дрімала, і дарувати надію, коли сам її потребував.
38. For example, we need to provide more mental health support and grief — for grief and trauma — (applause) — and more financial assistance when a family **loses** *the sole breadwinner* or when a small business shuts down due to a lengthy shooting investigation. — Наприклад, ми повинні надавати більше підтримки з питань психічного здоров'я і горя - для горя і травм (оплески) - і більше фінансової допомоги, коли сім'я *втрачає єдиного годувальника* або коли малий бізнес закривається через тривале розслідування стрілянини.
39. He thought he could *weaponize energy* to crack your resolve — Europe's resolve. — Він думав, що може *використати енергію як зброю*, щоб зламати вашу волю - волю Європи.
40. A lot of people are trying to do it because they know *we got a problem*. — Багато людей намагаються це зробити, бо знають, що *ми знаходимося в складному становищі*.



41. And we're revitalizing American manufacturing; *gun safety* — we did it together — and dozens of laws positively impacting on our veterans. — I ми відроджуємо американське виробництво, *закон про безпечне використання зброї* - ми зробили це разом - і десятки законів, що позитивно впливають на наших ветеранів.

42. And you know, *if the line goes flat, that it's over*. — I як ви знаєте, *немає життя там, де немає змін*.

43. *Eleven souls taken*. — *Одинадцять людей померло*.

44. It's like losing *a piece of your soul*. — Це як втрачати *частину свого серця*.

45. On May 7th, we issued a proposed rule to help address the proliferation of *ghost guns*. — 7 травня ми опублікували запропоновані правила, які допоможуть боротися з розповсюдженням *незарєєстрованої зброї*.

46. I think the vast majority of the members of the Republican Party, *we disagree strongly on issues* but they're decent, honorable people. — Я думаю, що переважна більшість членів Республіканської партії, ми *сильно розходимося в поглядах*, але вони порядні, чесні люди.

47. And I think that the — the — the — the oil companies are really doing the nation a real *disservice*. — I я думаю, що нафтові компанії насправді роблять нації дуже *погану послугу*.

48. That's why, since I was sworn in as President two years ago, my administration has focused intensely on getting more people affordable healthcare and bringing down medical costs so you have a little bit of *breathing room again*. — Саме тому, з моменту моєї присяги на посаді Президента два роки тому, моя адміністрація інтенсивно зосередилася на наданні більшій кількості людей доступної медичної допомоги та зниженні витрат на медицину, щоб у вас знову *з'явилась можливість видихнути*.

49. That's why Black- and brown-owned businesses and other *underserved* communities have been historically *underrepresented* in such federal contracting. — Ось чому бізнеси, якими керують чорношкірі та темношкірі власники та інші громади, які *не отримували достатнього обслуговування* історично були

*недостатньо представлені* в таких федеральних програмах.

**50.** They represent a bigger story of who we are as Americans, embodying the simple truth that our *diversity* — our diversity is the strength of this nation. Вони представляють велику історію про те, ким ми є як американці, втілюючи просту істину, що *наша приналежність до різних націй і культур* - наша різноманітність є силою цієї нації.

## РЕЗЮМЕ

Курсову роботу присвячено особливостям вживання евфемізмів в сучасному політичному дискурсі та перекладу політичних евфемізмів на українську мову, використовуючи лексичні, лексико-граматичні і граматичні перекладацькі трансформації. У ході роботи висвітлено основні етапи наукової думки в галузі дослідження евфемізмів, розглянуто основні етапи аналізу текстів політичного дискурсу, описано функціональні особливості попередньо зазначених мовних засобів в англійській мові у політичному дискурсі на основі промов Джо Байдена і здійснено перекладацький аналіз фактичного матеріалу дослідження (евфемізмів, усього 51 одиниця). Крім того, у курсовій роботі складено таблиці, що містять характерні особливості перекладу політичних евфемізмів.

**Ключові слова:** евфемізми, евфемізація, політичний дискурс, політичні промови, перекладацькі трансформації.