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Olena O. Romanovska

Research supervisor:

K.P. Nykytchenko

Candidate of Philology

Associate Professor

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МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
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Факультет германської філології і перекладу
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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

ВІДТВОРЕННЯ КОМУНІКАТИВНИХ СТРАТЕГІЙ І ТАКТИК ВПЛИВУ В АНГЛО- УКРАЇНСЬКОМУ ПЕРЕКЛАДІ (НА МАТЕРІАЛІ ПРОМОВ ОПРИ ВІНФРІ)

Романовська Олена
студентка групи Па08-19

Керівник курсової роботи _____

(підпис)

кандидат філологічних наук, доцент
Никитченко Катерина
Петрівна

Київ – 2023

Завідувач кафедри теорії і
практики перекладу з
англійської мови

_____ (підпис)
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ЗАВДАННЯ
на курсову роботу з перекладу з англійської мови
для студентів IV курсу

студентка 4 курсу Па08-19_групи, факультету германської філології та перекладу 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 «Відтворення комунікативних стратегій і тактик впливу в англо-українському перекладі (на матеріалі промов Опри Вінфрі)»

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№ п/п	Найменування частин та 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 науковими 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 _____  _____ (підпис)

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

студентки 4 курсу групи Па08-19 факультету германської філології і перекладу 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

Романовської Олени Олександрівни

за темою «Відтворення комунікативних стратегій і тактик впливу в англо-українському перекладі (на матеріалі промов Опри Вінфрі)»

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

Усього набрано балів: _____

Оцінка:

«До захисту»

_____ (42-70 балів)

_____ (підпис керівника)

«На доопрацювання»

_____ (0-41 балів)

_____ (підпис керівника)

” ” _____ 2023 р.

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INTRODUCTION

Introduction of the term paper's main idea. The term paper is focused on reproduction of communication strategies and tactics of influence in English-Ukrainian translation. This research shows how the communication strategies are performed in both of the languages, with the help of what means it is done and what is more important – how it can be translated in a right way with the help of transformations.

Presentation of the problem's theoretical background. According to the theoretical part of the research, there are verbal and non-verbal means of communication strategies and tactics of influence. Non-verbal ones are impossible to translate (and there is no need if the video is translated), so only verbal means are of interest to us. They turned out to be common for English and Ukrainian in most of the cases, so it is possible to find a good equivalent. In the cases where it is either impossible or not favorable, a translator comes to the transformations that can compensate the means special for one language, such as grammatical replacement, transposition, modulation, total reorganization etc.

Topicality of the study. This research is going to be topical for at least a couple of years, since it has never become unnecessary to have a good command of speaking persuasively to others, especially for people who work with other people. The more a person knows about the tactics of influence, the easier it is to implement them on the benefit of the person's work and personal relationships.

Definition of the research aim and objectives. To establish the ways of reaching a person's aims by using tactics of influence and the ways to translate such ways from English into Ukrainian. The main objectives – to hold the research on the topic of communication strategies and tactics of influence, their differences and common features; to dwell on practical examples from the

videos and explain what transformations were used in order to render all these means into Ukrainian.

Identification of the investigation subject. The problem of the translation of communication strategies and tactics of influence, the usage of translator's transformations.

Object of the research. The translation of communication strategies and tactics of influence.

Data sources. Videos by Oprah Winfrey – a motivational video '30 minutes for the next 30 years of your life' and an interview with Lady Gaga from the Vision Tour Visionaries.

Outline of the methods used in the research. Mixed methods were used to work on this versatile topic, such as observation and participant observation (as a listener of the influencer's speech), and survey, since a lot of literature mainly by English-speaking authors was read to have a good command of the researches' topic.

Theoretical and practical value of the research. The research held bears value, since the topic of communication strategies and tactics of influence is rather new as for the Ukrainian language and our country in general. All people tend to know more nowadays about psychology and effective ways how to communicate with others, but there is not enough information about it in the open and free sources. Moreover, only a couple of sources in English contain the information about ways of translating such means, making this research a contribution into the development of this topic.

Brief outline of the research paper structure. The term paper consists of 2 chapters, the first of which is devoted to the theoretical part of the research, and the second to the practical usage of the means expressed in the first part. It also has conclusions, bibliography, list of reference and data sources, annex and this introduction.

CHAPTER I.

1.1. Main peculiarities of communication strategies and tactics of influence.

Communication strategy is a certain plan the one follows in order to reach audience and, as a result, reach your target. Good fruitful communication between people is a result of well-developed soft skills, which is necessary in all the fields of our life: real-life communication with like-minded people, interpersonal communication with colleagues, superiors and subordinates and business partners, etc. Communication strategy is a tool of strategic communication, which is ‘the practice of deliberate and purposive communication that a communication agent enacts in the public sphere of behalf of a communicative entity to reach set goals’ [‘Principles of strategic communication’, Derina Holtzhausen, Jami A. Fullerton, Bobbi Kay Lewis, Danny Shipka, 2021, pp 4-5].

Before we start it is important to draw the line between communication strategies and tactics of influence. Since our task is to define the ways Oprah has an effect on audience, they may be interchangeable, moreover – both of them are used. ‘Strategies are concepts, tactics are actions’ [Tim O’Brien, PRSA, 2020]. Another definition only reinforces the meaning of the first one: ‘Strategy describes the destination and how you are going to get there, and tactics describe the specific actions you are going to take along the way’ [RJ Messineo, ‘Strategy VS Tactics’, ClearPoint Strategy].

Communication strategy can bear various aims:

- Improve the understanding between people, incline them to better relationship, change someone’s views of the communication strategy user.
- Persuade the communication strategy target approve the speaker’s point of view, influence this person to perform and action.

The aims above can often be combined, but if talk about them as separate the first one is followed by people working on personal communication, and the second one is followed by those who need to have impact on big audience. It is vital for all the companies, no matter what sphere it is. It is always used by marketing and advertising companies, let alone mentioning educational establishments, courses and even banks – in short, the variants where we speak about field dealing with people. It is impossible to make somebody pay attention to your product among all the other ones, that is why communication strategies start working from the very beginning of this long route. If a communication strategy is not working properly, a company (or the speaker trying to reach the audience) fails to perform its main goal – sell the product (in such situations an opinion leader’s view is also being referred to as a product, since the person tries to convey his point of view properly and finally change the listener’s mind).

This is how important communication strategy is for each of us, however, as every effective plan, it has certain well thought-out steps.

1) Speaker needs to analyze the audience. It can be done in advance if the person has an opportunity to know who he would host, especially if this is another company or team, where it is a must. If the speaker works with huge hall of strangers (public speaking), a visual analysis brings a good amount of information as well. The host should ask himself questions: who are they? How old are they? Is the main part of the audience male or female, young or elderly, what is common about them and what may be their differences?

In addition, it would be quite useful to listen to the audience before the meeting or public speech, since not rarely people express their true ideas and expectations when they know they are not heard.

Communication is always a two-way street, so the better a person knows the destination, the easier it is to find a short and secure way.

[‘Strategic Communication: a Primer’, Cdr S A Tatham MPhil RN, pp 14-16]

- 2) A speaker is the one who has a power of allowing people know only what they are supposed to know, and what can be useful. That is why after the analysis, the speaker decides what information to highlight. It is also useful to have a prepared plan of the topics to provide the audience with.

In addition, a man performing must bear in mind an aim to reach. It means following a logical pattern and paying enough attention to the topics that might be useful, but not change them too suddenly. The scheme is not complicated, if the person asks himself such questions: what valuable information do I possess? What of this may they be interested in? What would be useful for them? What of useful for them may be profitable for me?

- 3) They transition must be gradual. It is an undeniable fact that after people come to the business meeting or a show after a long day, their attention is scattered and mentally they wander in another places. That is why it is important to prepare them for delivering a certain point of view. There are many ways to draw someone’s attention, and hosts often use funny jokes or background stories about themselves or the guests. Only then it is possible to come to the main point of the meeting. In the end, it is important to summarize the main points and come to a logical ending on a positive note.
- 4) The language has to be simple. Each of us is different, so we may have much in common, but still our levels in different fields are so diverse. Therefore, it is always better to come to a simple language that each person would understand, but not use hard words trying to show your awareness of the topic.

Furthermore, not only adapted, but appropriate language matters. Cuss words, slang and jargon would make the story sound not more emotional,

but call the professionalism of the teller into question.

To sum up the point about steps of communication strategy, we can state that it is possible to use influence tactics on people, moreover – in many ways. But of course the success is reached not only thanks to a precise plan itself, but to the other supportive points as well. Here not only the language matters. These are the most important points:

1. Effective body language. It is important to understand that body language includes not only direct physical touch, but the points below:
 - Facial expression. Working with people, especially performing in front of a big amount of such, it is of extreme importance to control the emotions showing on the face. It does not mean that a person should look emotionless, on the contrary – right emotions showed in the right moment can reinforce the statement a lot. Moreover, facial expressions are common even for the countries speaking different languages, so they can be helpful for understanding.
 - Gestures. As well as facial expressions, they help with reinforcing the information said. Often we gesture even without thinking, so it matters for people speaking in public to work on it, in order not to do subconsciously. Moreover, some gestures may be of positive character in one country and of a negative one in others. That is why audience analysis before the speech is a must.
 - Posture. This point is considered as one of extreme importance, because the way one bears himself and walk can always show nervousness. Even if a man is sitting, we can see how worried he is if his posture is hunched or he is always trying to sit down in a more comfortable way, constantly touching his fingers or hair.

So trying to influence an audience, we can notice how self-confident a person is (or at least pretends to be such), how well he bears

himself and gestures.

- Physical contact. Of course, when we talk about small events, it is possible and nice to maintain an appropriate physical contact, such as handshakes or in some cases hugs. But in the case of big amount of spectators, it cannot be done. However, if we talk about a talk-show or an interview (at the example of which we will take a more detailed look later), a host always maintains touch with the guest, which comforts both of the people speaking and makes the viewers less stressed, seeing friendly atmosphere.
- Distance. We all know that there are several types of social distancing and we feel really uncomfortable when someone interferes our personal zone. Same with influence tactics: the speaker will try to comfort the viewer as well as possible, so one will not interfere their space.
- They way a person talks. Language bears a huge importance in communication strategies, but so does the voice. No matter how beautifully a man speaks, if he does it in an unpleasant way – no one will perceive the information, even if they would try to listen to it. All the speakers work on their voice, including tone, intonation and of course diction. Voice is heard only when it is not too high or too low (as well as not too plane and careless), the pauses are not too long and filled with ‘uum’ or ‘ugh’. It is noticeable how well-trained voices all famous hosts have, no wonder why people like listening to them.

[‘Strategic Communication: a Primer’, Cdr S A Tatham MPhil RN, 2008, pp 7-8].

2. Feedback. If during the meeting or performance the speaker only talks, people easily become bored, even if the topic is very interesting for them. It

is necessary to ask for feedback all the time, sometimes the viewers are asked to express their opinion. A good interviewer would always find the way to connect with the audience, no matter how big it is. They can always at least bow or give a short answer together, like 'yes' or 'no'. Laughter, sadness and sounds of disapproval are also kinds of feedback.

The main purpose of this point is to help people make sure that they are not just guests here, but an important part of the process, that is why it is never skipped by professional speakers who keep the attention of others on themselves well.

1.2. Means of translating of communication strategies and tactics of influence

Working on a translation of any material, a translator might face some difficulties. Except being obliged as a professional to know both of the languages fluently, he also has to know the cultural differences, be able to compare grammar, syntax and stylistics, moreover – know which translator's transformations could work in such cases. That is why a translator might have a translation problem – a case in which it is really hard to translate something due to the external reasons, such as cultural differences or varying language structures.

One of such problems is the translation of communication strategies and influence tactics. At first sight it seems that it would be enough just to translate the speech word for word, but there are certain points which make this way impossible.

- Translation of humor. It is used in almost all of the shows and interviews, and in the cases where the joke is based on pun it would be a waste of meaning to translate it literally.

- Different types of languages. Here we especially talk about emotive language. For example, there can be the same types of emotive words (such as verbs, nouns), but the phrases themselves are not the same, since each of them is typical for a certain group of people or even nation (such as some exclamations, for example).
- It is necessary to convey the meaning, but not translate each word precisely. The main point of communication strategies is to influence person, so even after translation the aim is the same. When it is reached through verbal means of communication, it is much easier to do, but when someone is influenced thanks to the non-verbal means, it is a question of a translator's ingenuity.

As a result, there were created several approaches to this issue. One of the classifications of communication strategies in translation was given by Tarone [Tarone, 1977 cited in Bialystok, 1990: 39]. This list is quite long and provides us with a number of ways of translation of influence tactics, but some of them are used the most frequently (given below).

- 1) Approximation. The point of this way is to find the closest synonym to the word or use an appropriate equivalent. It often concerns emotive words and phrases, as it was mentioned before. For example, the phrase 'No way' would be translated as 'Та не́вже?', 'Та ти що?', and though the translation is not done literally here, it absolutely compensates the sense. It also can be implemented when we come to the realities typical for one country and different for understanding in another ones. This way of translation of communication strategies described by Tarone is very close the domestication, if we compare this notion with translator's transformations.
- 2) Circumlocution. Here the meaning lies in conveying the point of the phrase, but in a simpler way. To this kind of translation a translator might come not

only because of a lack of resources or a necessary context to transfer the needed meaning fully, but also to adapt it for a certain group of viewers. This can happen because of age differences or cultural ones as well.

If to compare it with translator's transformations, instead of circumlocution we could use compensation.

- 3) Message abandonment. The point of this translation method lies in omission of a word or even words, that would not change the meaning of the sentence drastically. As well as the main point of influence tactics is to influence somebody, it still exists even when the text is translated. So when performing translation, a specialist may come to this way not to overload the text with unnecessary word that will not change the meaning anyway.

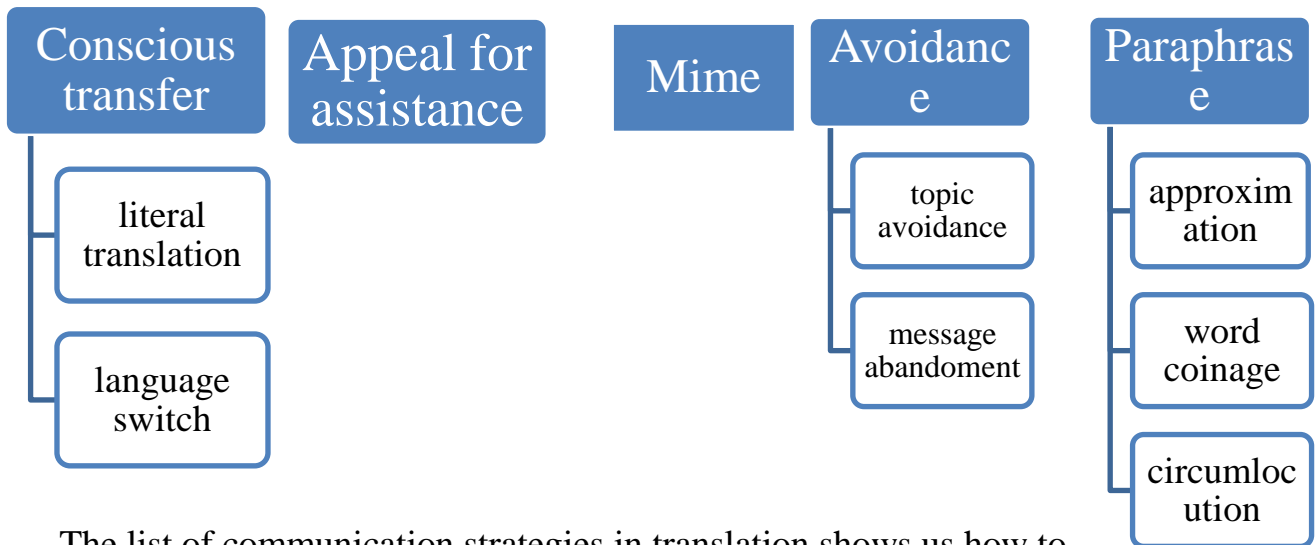
However, it is also an undeniable fact that translators choose to come to this method when having a translation problem.

Finally, in comparison with translator's transformations, message abandonment would stand for omission.

- 4) Literal translation. This translation strategy is used for two reasons: it is the easiest to perform and does not require certain skills to be possessed by the translator. Unexperienced translators would come to it mistakenly thinking that this simple method can be used in all of the cases and could transfer the meaning from the source to the target language fully.

In addition, we live in the time of technology development leap when some of the experts state that soon many professions would be replaced with automatic services, and translation is enlisted there. This is the reason why many people while translating are relying on apps and online translators too much, underestimating the role of a professional translation. Such programs always give a word-for-word translated text without the any transformations, even the easiest ones. Such a text would be understood, but would lose all its emotional coloring, flavor and unique author's style.

A full list looks like a scheme:



The list of communication strategies in translation shows us how to translate some means of influencing people, but the means themselves that create this effect of influence were not described, as well as their translation.

There exists a typical list of stylistic means, usually used in communication strategies in speeches, shows, business meetings – in short, any text, where the person speaking must persuade others. Some of them are not a translation problem at all and just translated with the help of paraphrase or even literal translation, and some puzzle the translator.

Below there are the most used stylistic means [‘Social Engineering’, Christopher J. Hadnagy, 2010, pp 107-110], each of which can be noticed in Oprah’s interview with Lady Gaga in 2020 and the motivation podcast ‘30 minutes for the next 30 years’ (examples drawn after each point):

- Hyperbole (also known as overstatement or exaggeration). This means is vastly used by interview hosts to call for people’s emotions, creating comic or drama effect. Talking about translation, the best way to compensate this effect is to translate it word-for-word if possible or to find an appropriate equivalent hyperbole, which is more than possible, because it is often used in Ukrainian as well. ‘Every move being calculated’.

- Understatement. Although this means has a contrary meaning to the hyperbole, it is often used as well and the way of conveying it from English into Ukrainian is the same. ‘Calling that was just a whisper to you’.
- Rhetorical questions. One of the most favorite means, since it calls for feedback best of all, drawing listeners’ emotions and making them think of something or give a short answer. In most of the cases, rhetorical questions are relatively easy to translate, they are typical for communication strategies in both English and Ukrainian. ‘And you know what? ...’.
- Repetition. It makes audience pay more attention to what is said, review their previous opinion on something. Repetition sometimes can be omitted if the original text is already overloaded stylistically or the speaker talks too fast (when the video is interpreted, for example, and the dubbing must catch the timing, so there is no excess time to include all of the stylistic means said), but usually it is translated. ‘Big, big incredible things’.
- Modal verbs. Here it is a challenge for a translator to choose the right way to convey the meaning, since modal verbs exist only in English. It is possible to transfer the meaning due to the abundance of synonyms, so there are some for sure to fit. For example, ‘we must’ would be translated «ми повинні», whereas ‘we have to’ would sound better as «ми вимушені». ‘If you want to shoot me, rather shoot me now’.
- Metaphors. They make the language more vivid and not boring, but may be a bit of challenging during transfer from one language to another one. The reason is that they lose the meaning when being translated literally, but sometimes there is no direct equivalent and translators choose the most fitting phrase and turn to explanations. Though in the last case the influence effect may be lost. ‘Answer the call’ (of destiny).

- Enumeration. A good solution to underline what is said, and usually translated easily. ‘They emerge. They become together, they are aligned’.
- Epithets. The brighter the language is, the more pleasant it is to listen to the person. Moreover, a choice of a good epithet is a great opportunity for a translator to show the mastery. ‘You were so forthcoming and so honest’.

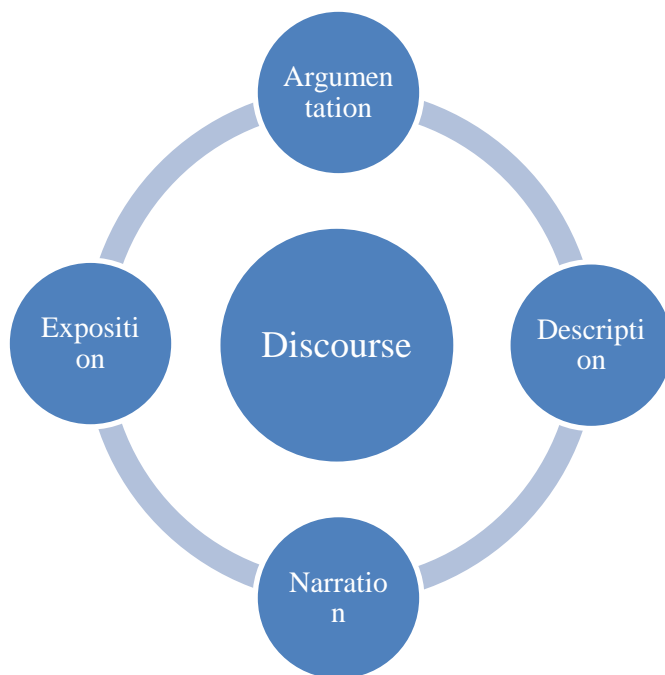
These stylistic means will be found in almost each video with well thought-out communication strategies and influence tactics. They are also complemented by inversions, antitheses and parallel constructions.

In conclusion, a good persuasive speech is a challenge not only to the person willing to influence someone’s mind, but also to the person translating it. But the availability of such a wonderful arsenal of ways to translate it not only clearly but beautifully and professionally proves that everything depends on the translator or interpreter, who would do their job as well as possible if they have a desire and a proper qualification to.

1.3. Mass media discourse text analysis

Discourse is a language unit that may be bigger or smaller than a sentence or even a couple of them. As Stubbs has clearly explained it far before us [1983 : 1], discourse is ‘language above the sentence or above the clause’, so it would be a mistake to try to find the beginning and end of discourse, confusing it with a sentence. This is something as a combination of speech events or sentences where successive utterances hang together. Discourse touches both written and oral communication. ‘Discourse is any coherent succession of sentences, spoken or written’ [Matthews, 2005 : 100].

Dwelling on the types of discourse, there are four of them existing: argument, exposition, description and narration. Each of them has its own specific and certain boundaries, but in many cases the authors and speakers use a couple of them at once consciously or subconsciously. The reason is that an implementation of some discourses helps not only to reach a certain point of the speech (as, for example with motivation podcasts by Oprah, persuade the listeners), but to create a really interesting background.



In our case we talk about speeches – in particular, videos by Oprah Winfrey. There should be drawn a clear distinction between the types of her videos: interviews and inspirational videos (often posted as just podcasts), since different discourse types are predominant in each of them. Let's take a look at both of them.

Narration. The main goal of narration is to tell a story, often supplemented by the willing to influence the listeners and make them change their mind about something. Not only novel and plays but interviews can also be added to this list, since it completes its main talk – to tell the viewers a guest's story. This type of discourse involves empathy and emotions a format of question-answer during the interview gives and opportunity to hear the story about the guest invited from the first person.

Argumentation. This type's aim is to prove why the author's point of view is correct and why people should agree with him. This type of discourse was chosen by Oprah not for nothing, since this is the most successful and reliable way (especially in the combination with well-implemented

influence tactics) to impact someone.

Finally, discourse specific is vital to know for a person working with people, especially someone who is considered to be an opinion leader. A well-chosen discourse with influence tactics is a key to success.

The chosen abstracts for discourse and stylistics analysis are the same podcast '30 minutes for the next 30 years' and interview with Lady Gaga.

Lexical and semantic fields of this video are focused upon success, happiness, fulfillment, intuition, gut, mental health. The effect of influencing the viewers is reached not so much thanks to the stylistic means, but to the emotive words and non-verbal means of communication (especially intuition and pauses).

Metaphor: the work that comes straight from the soul of you, from your background.

Repetition: from stories that bring you passion, from stories that you not just yearn to tell .

Rhetorical questions: What do I have to offer? What do I have to give? How can I be used in service?

Hyperbole: You can ask me for anything, you can get me to do anything.

Emotive nouns: heart; depth; discipline; achievement; fulfillment; significance; struggles; passion; gratitude.

Emotive verbs: pursue; believe; give up; heal (the world).

CHAPTER 2. COMMUNICATION STRATEGIES AND TACTICS OF INFLUENCE IN OPRAH WINFREY'S SPEECHES AND THEIR REPRODUCTION IN UKRAINIAN TRANSLATION

2.1 Lexical transformations in reproduction of communication strategies and tactics of influence in Oprah Winfrey's speeches

Getting to the practical part of assignment, we are able to see how the methods described theoretically work in a real life. Mostly the theoretical part of the research was based on the Tarone classification of methods of translation, but since each language is special and it is impossible to find one general approach and apply it to each sentence, in many cases a couple of techniques were applied for one example.

That is why to reach total equivalence and render the original as thoroughly as possible, a more thorough classification was a must. Therefore, we will compare the original videos by Oprah with the translation into Ukrainian from the point of view of lexical, grammatical and the combination of lexical and grammatical transformations.

Lexical and semantic transformations include the greatest number of possible alterations. Thanks to the lexical and semantic means, they convey the meaning of the source text to the point of understandable result of the target text, making it cohesive and coherent.

Starting with formal lexical transformations, the first and foremost coming to mind are transcription and transliteration. They are applied when transferring proper nouns – names, surnames, geographical names etc. These two methods are applied starting from the name of the host: Oprah Winfrey – Опра Уінфрі. They also are of use when the presenter mentions the names of her friends or other influencers:

(32) *But in losing who he once was, Michael discovered who he wanted to be.*

(OW:30MN30L, URL) - *Але втрачаючи стару версію себе, Майкл знайшов те, ким він хотів бути.*

(42) *The creation of Gaga gave Stefany the wings to fly. (02020VTV:LGI, URL) – Створення Гаги дало Стефані волю.*

Transliteration is also used when translating the names of diseases, since in most of the cases their names have one Latin origin and only their pronunciation must be changed to fit a foreign language standard:

(47) *Fibromyalgia can be treated through mental health therapy. (02020VTV:LGI, URL)- Фіброміалгію можна лікувати за допомогою психотерапії.*

Loan translation is not as famous transformation as transcription and transliteration for example are, but still it's an indispensable when translating idioms. There are three types of loan translation, also known as calque: morphological, semantical and phraseological calque. In our case we deal with phraseological one:

(36) *If things go wrong, you hit a dead end, as you will. (OW:30MN30L, URL) - Якщо щось іде не по плану, ти потрапляєш в глухий кут – так і буде.*

Lexical and semantic transformations also occupy not the last role in translation, they make it sound more natural and realistic. Translating from one language into another, especially when these two languages are of different types, it is important to convey them the way a native speaker would use them – that is why translators come to different transformations (in this case especially lexical ones) but not translate word for word.

Moving from the biggest to the smallest, generalization is the first one to be named.

(42) *The creation of Gaga gave Stefany the wings to fly. (02020VTV:LGI, URL)- Створення Гаги дало Стефані волю.*

(44) *What I've been through, the struggles that I've seen that I've also been a part of (02020VTV:LGI, URL). - Те, що я пройшла, які страждання я бачила і як страждала сама я.*

(50) *You can't move forward with anything in your life until there is actual radical acceptance.* (02020VTV:LGI, URL)- *Ти не можеш рухатися вперед без повного прийняття.*

(45) *One of the things I loved was your speech.* (02020VTV:LGI, URL)- *Твоя промова – децю з того, що мені сподобалось.*

Then comes differentiation. English words may have a lot of meanings, and sometimes it is impossible to guess which exact one is needed here without the context. Not only the topic of conversation influences a particular choice of the necessary word, but the choice of translator as well – the way a person understands it is the way this word will be conveyed.

(2) *Everybody has a calling* (OW:30MN30L, URL) – *Всім кидають виклики.* In this case we see a distinct choice a translator has made, since 'calling' can also be translated as «покликання», so it could be said as «У кожного є покликання». This was the translation of the next phrase would also be changed:

(3) *They answered the call.* (OW:30MN30L, URL)– *Вони прийняли виклик.*; this one could be also translated as «Вони пішли за своїм покликанням». However, if the same changes are applied to all connected sentences, the meaning is not distorted.

(7) *You are not your status, you are not your position.* (OW:30MN30L, URL)– *Ти – це не статус в суспільстві чи посада.* Position – «позиція», «положення», but in the case with work it is also «посада», «пост».

(9) *When I got that, I understood.* (OW:30MN30L, URL) – *І коли я це зрозуміла, до мене нарешті дійшло.* Here we can see the usage of two close synonyms in one sentence, which is a challenge to a translator to show the difference between them by finding equivalent synonyms in Ukrainian.

Substantiation (which is also known as concretization) helps with creating a distinct picture by giving more details:

(38) *If you really get the lesson, you pass and you don't have to repeat the class.*

(OW:30MN30L, URL) - *Якщо ти справді засвоїв урок, тобі не потрібно відпрацьовувати його.* In this sentence we could choose to translate it as

«ПОТВОРИТИ УРОК», of course, but it would not convey the meaning of the sentence so well.

Talking about identification of gender markers in source text and translating them into Ukrainian, we know that English loan vocabulary tends to have to gender, only the borrowed words can have it distinct. The meaning of pronouns when we say 'you', 'we', 'they' is neutral, it can be referred to both male and female people. That is why it is up to the translator to choose an appropriate option according to the context. When the speaker talks about male or female authors of the books she mentions, she uses pronouns 'he' or 'she', which of course are translated word-for-word into Ukrainian.

However, when Oprah turns to the listeners, she says 'you', which can be translated as both 'ти' and 'ви'. In order to create a picture of connection between the host and the listeners, the translator chose the option 'ти'.

Moreover, the inflexions and suffixes of the related verbs are male, since when the sentence is used generally, in Ukrainian the default sex is male:

(19) *You cannot miss.* (OW:30MN30L, URL) - *Ти не можеш не перемогти.*

(20) *It's only when you are doing stuff that you think might make money.*

(OW:30MN30L, URL) - *Лише тоді, коли ти займаєшся тим, що, можливо, принесе кошти.*

(17) *From the stories that you not just yearn to tell, but that if you don't tell them, they don't get told.* (OW:30MN30L, URL) - *З історій, які ти не просто прагнеш розказати, але які ніколи не будуть розказаними, якщо цього не зробиш ти.*

(12) *Never allow them to take you somewhere else.* (OW:30MN30L, URL)- *Ніколи не дай їм збити тебе з твого шляху.*

(7) *You are not your status, you are not your position. (OW:30MN30L, URL) - Ти – це не статус в суспільстві чи посада.*

In addition, it is good to translate ‘you’ as ‘ви’, ‘вам’ when referring to the audience to unite the listeners:

(35) *I have faith because of you. (OW:30MN30L, URL) – Я маю віру завдяки вам.*

(29) *It will change the way you view your life. (OW:30MN30L, URL) - Я зміню те, як ви дивитеся на своє життя.*

(The transformations of gender are counter ar grammatical replacement in the chart, since it is a direct interaction with grammar)

Last but not least – modulation. It helps the readers or viewers feel that there is no culture gap, since all the countries are a bit different. Of course one could translate such sentences word-for-word, but they would sound unnatural and strange. It is vital in translating into Ukrainian, that is why it can be often found in most of the sentences, so we will cover the most prominent of them:

(4) *Sounds kind of sick. (OW:30MN30L, URL) - Звучить божевільно.*

(6) *You are not the shape of your body. (OW:30MN30L, URL) - Ти – це не твоя фігура.*

(8) *Here is another way to better understand ego. (OW:30MN30L, URL) - Є це один спосіб, як зрозуміти свій внутрішній голос.*

(14) *Something that made little hairs on my arms and neck stand up. (OW:30MN30L, URL) - Щось, що змусило мою шкіру вкритися сиротами.*

To sum up, it is impossible to make the translation sound beautiful and natural without lexical transformations, so every professional must have a good command of them.

2.2. GRAMMATICAL TRANSFORMATIONS

Dealing with two languages, a person learning the source and the target language may easily understand what is written without translating. But it is important for a good translator to bear in mind that a translated text must be adapted to the level of a common reader, not knowing foreign grammatical structures so well as a linguist does.

This is the reason why grammatical transformations are used – they make a text readable for any target language audience. Grammatical transformations work with everything that is connected with grammar – parts of speech, word order, the presence and the absence of certain words.

We will start with transposition. Sometimes to make the sentence clear a translator needs to change the positions of the words, clauses or even the whole sentences:

(45) *One of the things I loved was your speech. (02020VTV:LGI, URL)- Твоя промова – дещо з того, що мені сподобалось.*

(43) *Number one: it's no longer shocking to have pink hair. (02020VTV:LGI, URL)- По-перше, мати рожеве волосся – уже звична річ.*

(30) *You will find true success and happiness if you have only one goal. (OW:30MN30L, URL)- Тільки маючи одну ціль ти знайдеш справжні успіх та щастя.*

The rule with grammatical transformations is the same as with lexical transformations – only sometimes they are compulsory, in most of the cases they are additional. Especially it works with transposition. But the outcome is the same as well – without them the text would sound unnatural and unpleasant.

Grammatical replacement is a vital tool when dealing with similar languages, let alone talking about the ones belonging to different types. With the help of grammatical replacement, a translator is able to render the sense of the phrase, changing the part of speech or substituting it with the one that exists in the target language. For example, there are modal verbs in English, which do not exist in Ukrainian.

Grammatical replacement may be of syntactic and morphological types, where not only the part of speech is changed, but the structure and voice as well. Both of these types were handy when translating Oprah's interview and video.

(5) *Making you think that you are something that you are not.* (OW:30MN30L, URL)
- *Змушує тебе повірити, що ти – це не справжній ти.*

(13) *It's all about using your gut in the moment.* (OW:30MN30L, URL) - *Вся суть в тому, щоб дослухатися свого чуття у вірний момент.*

(20) *It's only when you are doing stuff that you think might make money.*
(OW:30MN30L, URL) - *Лише тоді, коли ти займаєшся тим, що, можливо, принесе кошти.*

(34) *We might not always know it.* (OW:30MN30L, URL) - *Можливо, ми не завжди це знаємо.*

The last two examples are examples how a translator can translate the sentences with the words that have no equivalents from the grammatical point of view. It can be done with the help of changing the type of mood or adding linking words.

(21) *That's why it feels so authentic, because it actually is.* (OW:30MN30L, URL)-
Ось чому це відчувається таким справжнім – бо так і є.

(25) *Yes, I do love the children.* (OW:30MN30L, URL) - *Так, я справді люблю дітей.*

This structure of adding auxiliary verbs into the statements is also not typical for Ukrainian, since there are not such words in general. Emotive words may be used to emphasize the meaning of what the speaker has said.

(23) *So how do you set boundaries for yourself? (OW:30MN30L, URL)- Отже, як визначити особисті кордони?*

(30) *You will find true success and happiness if you have only one goal.*

(OW:30MN30L, URL) - *Тільки маючи одну ціль ти знайдеш справжні успіх та щастя.*

(39) *And you have no credit missing in somebody else's territory. (OW:30MN30L, URL)- Ти просто не заслуговуєш програти на чийсь території.*

(46) *And it's not about just winning, it's about not giving up. (02020VTV:LGI, URL) - І суть не в тому, щоб перемогти, а в тому, щоб не здаватися.*

(47) *Fibromyalgia can be treated through mental health therapy. (02020VTV:LGI, URL) - Фіброміалгію можна лікувати за допомогою психотерапії.*

(49) *And I'm a survivor, I'm living and I'm thriving, and I'm gonna take all my life experiences and I'm gonna share them with the world and make it a better place.*

(02020VTV:LGI, URL)- *І я вижила, я квітну, і я поділюся всім своїм життєвим досвідом зі світом, щоб зробити його кращим місцем.*

Two more tools of a translator using grammatical transformations are addition and omission, also known as amplification and elimination. Sometimes the information in the source text is not necessary for the meaning of the target text, it brings no changes. Since the main task of the translator is to render the information, one may either omit some information or add some.

Let's start with addition:

(17) *From the stories that you not just yearn to tell, but that if you don't tell them, they don't get told. (OW:30MN30L, URL)- З історій, які ти не просто прагнеш розказати, але які ніколи не будуть розказаними, якщо цього не зробиш ти.*

(28) *I learned this the hard way. (OW:30MN30L, URL)- Я навчилася цьому, пройшовши тернистий шлях.*

(37) *What is this here to teach me? (OW:30MN30L, URL) - Що тут є життєвим уроком для мене?*

(39) *And you have no credit missing in somebody else's territory. (OW:30MN30L, URL)- Ти просто не заслуговуєш програти на чийсь території.*

As far as we can see, addition makes the sentences more colorful and interesting to read.

Sometimes colorfulness and interest may be reached with the help of omitting some information. If it is not necessary and does not influence the meaning of the sentence, it can be ignored during the process of translation.

(11) *And frankly, it's probably, in my opinion, the most important. (OW:30MN30L, URL) - Відверто кажучи, це є найважливішим.*

(22) *It no longer becomes a job, it becomes an offering to the world. (OW:30MN30L, URL)- Це вже не робота, а пропозиція світові.*

(23) *So how do you set boundaries for yourself? (OW:30MN30L, URL) - Отже, як визначити особисті кордони?*

(38) *If you really get the lesson, you pass and you don't have to repeat the class. (OW:30MN30L, URL)- Якщо ти справді засвоїв урок, тобі не потрібно відпрацьовувати його.*

(48) *What I would like for you to know and to shine a light on. (02020VTV:LGI, URL) - Питання, яке я хотіла б висвітлити.*

(49) *And I'm a survivor, I'm living and I'm thriving, and I'm gonna take all my life experiences and I'm gonna share them with the world and make it a better place. (02020VTV:LGI, URL)- І я вижила, я квітну, і я поділюся всім своїм життєвим досвідом зі світом, щоб зробити його кращим місцем.*

(50) *You can't move forward with anything in your life until there is actual radical acceptance. (02020VTV:LGI, URL)- Ти не можеш рухатися вперед без повного прийняття.*

From these examples it is clear that some sentences have excess phrases and words, and the presence of which makes the original neither good nor bad.

Moreover, using only one type of transformations – for example, either grammatical or lexical ones – may not be sufficient. In many cases if the sentence has a broad meaning and contains emotive language or the words and structures that are typical only for the source text, both of the transformations are used. It is performed so well and naturally that the listener's ear may not spot the difference.

(38) *If you really get the lesson, you pass and you don't have to repeat the class. (OW:30MN30L, URL)- Якщо ти справді засвоїв урок, тобі не потрібно відпрацьовувати його. The translation of this sentence was done with the help of omission and modulation.*

(31) *Ask yourself what makes you come alive. (OW:30MN30L, URL) - Запитай себе, завдяки чому ти оживаєш. A good example of modulation and grammatical replacement.*

(18) *When you align your personality with what your soul actually came to do. (OW:30MN30L, URL)- Коли твоя особистість і місія твоєї душі знаходять спільне. Here we can see both modulation and transposition.*

Sometimes we can see the combination of a couple of transformations of one type, such as addition and transposition, for example:

(17) From the stories that you not just yearn to tell, but that if you don't tell them, they don't get told. (OW:30MN30L, URL)- З історій, які ти не просто прагнеши розказати, але які ніколи не будуть розказаними, якщо цього не зробиш ти.

However, there are also some sentences where there is no urgent need to alter anything – as a rule, they are rather short and have one idea, that can be easily transferred word-for-word:

(10) Over the years we've heard invaluable information. (OW:30MN30L, URL)- Протягом років ми чуємо безцінну інформацію.

(27) I don't have the worst (guest). (OW:30MN30L, URL) - А найгіршого в мене немає (гостя).

To sum up, grammatical transformations not only help to create a beautiful and what is more important faithful translation, but also perfectly complement lexical transformations.

2.3. LEXICAL AND GRAMMATICAL TRANSFORMATIONS

To sum up the information that has been mentioned above, it is not logical to translate the text from the source language into the target language word-for-word, having so many opportunities to do so in a beautiful and a special way. If grammatical transformations help with grammar and the lexical ones are handy with the vocabulary, there are also cases when we need both of them. This way a combination of lexical and grammatical transformations forms a separate group, since grammatical and lexical transformations separately are not enough to render the sense perfectly.

Let's start with antonymic translation. It happens that a certain antonym would perfectly emphasize this particular meaning. For examples:

(1) *Your talent cannot be dismissed.* (OW:30MN30L, URL) - *Твій талант не може не бути прийнятим.*

(15) *I know that if that's happening to me, that's also happening to somebody else too.* (OW:30MN30L, URL) - *Я знаю, що якщо це стається зі мною – я точно така не одна.*

(19) *You cannot miss.* (OW:30MN30L, URL) - *Ти не можеш не перемогти.*

(41) *You have no power in any territory other than your own.* (OW:30MN30L, URL) - *Ти сильний тільки на своїй території.*

(43) *Number one: it's no longer shocking to have pink hair.* (02020VTV:LGI, URL) - *По-перше, мати рожеве волосся – уже звична річ.*

(33) *They are losing something they will never get back.* (OW:30MN30L, URL) - *Для них це завжди буде втрачено.*

No doubt these sentences could be translated without antonymic translation and could be understood, but they would not be so vibrant and attract the listeners.

Then goes total reorganization. Repeating the same axiom: it is important to translate the sense, but not certain words or be stick to grammar. That is why because of the absence of a right equivalent or with a choice of another way how to cope with a challenge a translator might completely change the sentence. The point here is to have a good command of the target language and know how native speakers would express themselves.

(16) *Do the work that comes straight from the soul of you.* (OW:30MN30L, URL) - *Займайся роботою, яку підказує мати твоє серце.*

(12) *Never allow them to take you somewhere else. (OW:30MN30L, URL) - Ніколи не дай їм збити тебе з твого шляху.*

(24) *Let's start big. (OW:30MN30L, URL)– Давайте почнемо з найважливішого.*

(36) *If things go wrong, you hit a dead end, as you will. (OW:30MN30L, URL)- Якщо щось іде не по плану, ти потрапляєш в глухий кут – так і буде.*

Actually, in short videos that have not a very complicated issue considered, there are not so many cases of total reorganization, since a translator might cope with the help of all other means.

Compensations is aimed to impress the reader the same way, but using different means. To a certain point it is similar to modulation, but in the case with the last means it rather a logical development, while a compensation just substitutes the original with anything else that could fit.

(39) *And you have no credit missing in somebody else's territory. (OW:30MN30L, URL)- Ти просто не заслужуєш програти на чийсь території.*

(40) *Or trying to have power over something you have no control. (OW:30MN30L, URL) - Або ж намагатися керувати тим, над чим ти не маєш влади.*

(45) *One of the things I loved was your speech. (02020VTV:LGI, URL)- Твоя промова – дещо з того, що мені сподобалось.*

In addition, we cannot miss the translation of idioms. Their usage is unavoidable and it is worth trying to cope with it.

Though it is a widespread problem for translators, idioms can sometimes become a challenge to a specialist. There are a couple of ways how to deal with an idiom: find an appropriate equivalent, that would sound in a completely different way but have the same meaning; translate it the way it is used in the original, if the meaning is pretty obvious when reading; use descriptive translation.

Returning to the abstracts that were researched during our project, idioms there were almost absent, except some phrases. There we were lucky to have equivalents in our native language, so there was no need to come to descriptive translation.

(36) *If things go wrong, you hit a dead end, as you will. (OW:30MN30L, URL) - Якщо щось іде не по плану, ти потрапляєш в глухий кут – так і буде.*

(48) *What I would like for you to know and to shine a light on. (02020VTV:LGI, URL) - Питання, яке я хотіла б висвітлити.*

What is more, as we have already had such a case with the previous group of transformations, there are combinations of grammatical and lexical transformations with grammatical or lexical transformations, or even both of them in the sentence is big.

For example, here is the gathering of 2 or even all three transformation types:

(48) *What I would like for you to know and to shine a light on. (02020VTV:LGI, URL) - Питання, яке я хотіла б висвітлити. Omission and translation of idioms.*

(45) *One of the things I loved was your speech. (02020VTV:LGI, URL)- Твоя промова – дещо з того, що мені сподобалось. Transposition, compensation and generalization.*

(40) *Or trying to have power over something you have no control. (OW:30MN30L, URL) - Або ж намагатися керувати тим, над чим ти не маєш влади.*

Compensation, grammatical replacement.

(33) *They are losing something they will never get back. (OW:30MN30L, URL) - I для них це завжди буде втрачено. Antonymic translation, omission.*

To sum up, translating the text or any kind – no matter if this is a video, an article or something of a bigger scale as a book – there is an urgent need for the translator to know, differentiate and use all the kind of transformations.

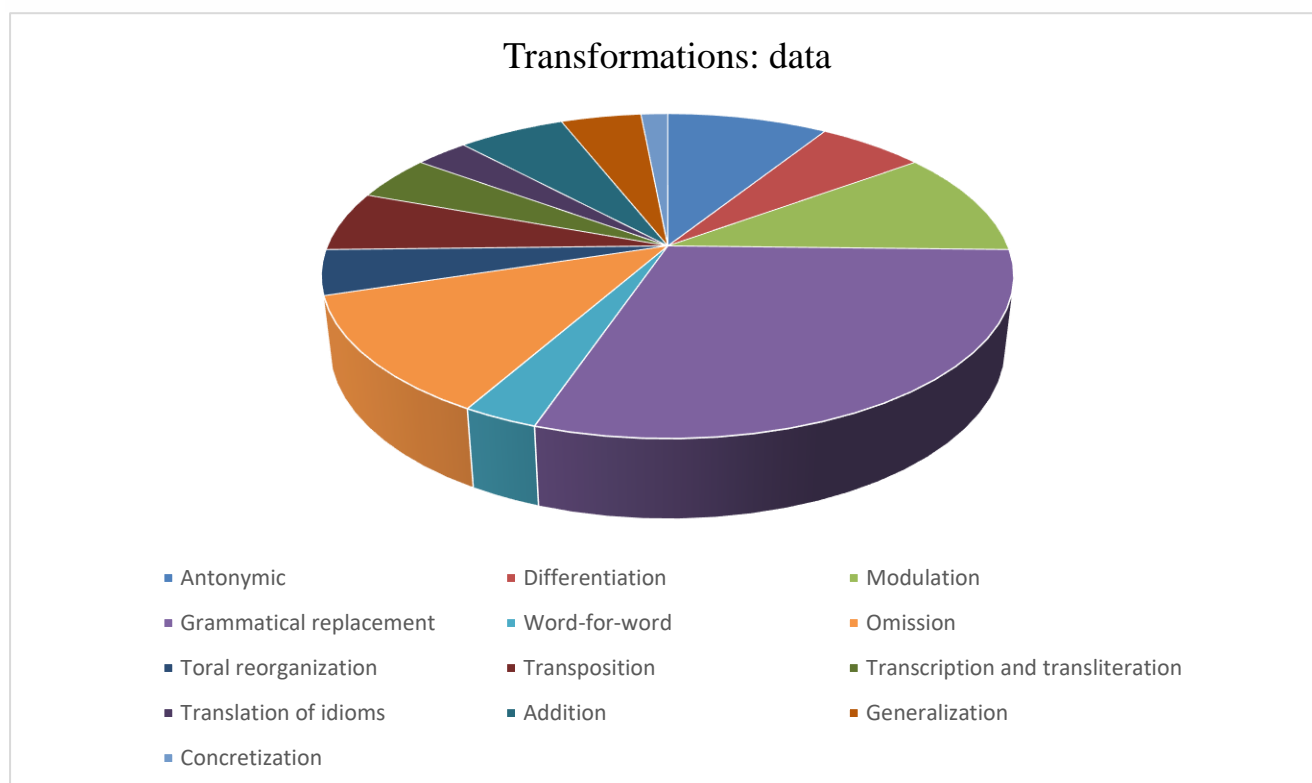
Transformations are both a basis that each translator (even the beginner) should know, and something that can become a challenge even for a professional. The reason is that translating from English into Ukrainian, the target language is native for us and we say it as just a native speaker would say, not noticing and grammatical or lexical changes. From another point of view, if you know English well, it does not guarantee being able to compare the source and the target language and notice the changes in the first one.

Having a good command of both language and transformation helps a translator to make the text not only readable, but also pleasant to read. Each of the types bears its aims. For example, the point of using grammatical transformations is to align grammar of two languages. The target of lexical transformations is rendering the meaning, adding the words that not just complement the sense of the original, but make it better and show that it is possible to transfer the meaning as close as possible. Lexical and grammatical transformations are a must to alter both words and grammar, but make it natural and almost invisible to a common listener's ear.

It is undeniable truth that the person who claims that there is no need to use transformation and just translates everything word-for-word was just not taught how to use them in a proper way. A perfect outcome of using this tool is making the text sound so natural, that a person seeing no original video would not believe it was created in their native language.

Getting closer to the comparison and statistics, 50 sentences were chosen for the analysis. These were not special sentences, that were taken just because they have something to translate. These were sentences, that a translator working on the video would have had to translate and accept all the challenges. That is why each of them contains completely different transformations, and many of them a couple of types.

The analytical data is depicted in the chart:



It is clear according to the chart that the most widespread transformation is grammatical replacement, since it occupies 40% of the whole amount. The next goes omission, having 16%. The third big one is modulation – 14%.

From my point of view, such data is not obvious, but expected. No wonder having so many grammatical transformations, operating with two languages of different types. Omission is also important, deleting excess information and focusing the listener's attention on something more important. Modulation helps us find something common between two cultures and not make the difference obvious.

Finally, the practical part of our research gave us a good opportunity to see how the transformations and all the processes that used to be theoretical work in real life, how easily but at the same time professionally they may be applied.

We have also seen the confirmation of how different English and Ukrainian are: it was hard to find more than 2 sentences, that were translated word-for-word, in most of the cases sentences contained more than 1 transformation.

CONCLUSIONS

The research was held on the basis of Oprah Winfrey's videos and aimed to show the reproduction of communication strategies and tactics of influence in English-Ukrainian translation.

According to the results of the theoretical part of the research, there is some difference between the notions themselves – communication strategies and tactics of influence, but together they share one aim- to impress the listeners, influence them and their decisions and obtain what was aimed to be.

The comparison of the methods of influence showed that there are means on influencing people in both English and Ukrainian, both verbal and non-verbal ones. Talking about verbal, in most of the cases there are equivalents so during the process of translation the means of strategies are not lost, on the contrary – emphasized in the target language.

The practical part of the research showed that the translation and a proper rendering of the meaning is impossible, if just knowing the ways of influencing people or manipulating them. The same effect may be reached only by using transformations.

Transformations of all of the types were used in our research, which only proved once again that a lot of means are needed to transfer the sense of the source language into the sentences of the target language. Talking about the data, the most widespread transformation turned out to be grammatical replacement, taking almost the half of the whole amount (40%). Not less important in our case were omission, modulation and antonymic translation, taking from 16% to 12%.

The prospects for possible further research in this area do exist, since the issue of language means of manipulation and their translation was mostly covered by American and British researchers, giving floor to Ukrainian academics to express their point of view. Moreover, communication strategies and tactics of influence are used in Ukrainian speeches as well, but the means may differ. There is hardly a

research of a Ukrainian linguist on this topic, that is why a lot of more researches can and should be performed in this area.

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ANNEX

Sentence	Translation
1. Your talent cannot be dismissed. <i>Here and up to the sentence 42: (OW:30MN30L, URL)</i>	Твій талант не може не бути прийнятим.
2. Everybody has a calling.	Всім кидають виклики.
3. They answered the call.	Вони прийняли виклик.
4. Sounds kind of sick.	Звучить божевільно.
5. Making you think that you are something that you are not.	Змушує тебе повірити, що ти – це не справжній ти.
6. You are not the shape of your body.	Ти – це не твоя фігура.
7. You are not your status, you are not your position.	Ти – це не статус в суспільстві чи посада.
8. Here is another way to better understand ego.	Є ще один спосіб, як зрозуміти свій внутрішній голос.
9. When I got that, I understood.	І коли я це зрозуміла, до мене нарешті дійшло.
10. Over the years we've heard invaluable information.	Протягом років ми чуємо безцінну інформацію.
11. And frankly, it's probably, in my opinion, the most important.	Відверто кажучи, це є найважливішим.
12. Never allow them to take you somewhere else.	Ніколи не дай їм збити тебе з твого шляху.
13. It's all about using your gut in the moment.	Вся суть в тому, щоб дослухатися свого чуття у вірний момент.
14. Something that made little hairs on my arms and neck stand up.	Щось, що змусило мою шкіру вкритися сиротами.
15. I know that if that's happening to me, that's also happening to somebody else too.	Я знаю, що якщо це стається зі мною – я точно така не одна.
16. Do the work that comes straight from the soul of you.	Займайся роботою, яку підказує мати твоє серце.
17. From the stories that you not just yearn to tell, but that if you don't tell them, they don't get told.	З історій, які ти не просто прагнеш розказати, але які ніколи не будуть розказаними, якщо цього не зробиш ти.
18. When you align your personality with what your soul actually came to do.	Коли твоя особистість і місія твоєї душі знаходять спільне.
19. You cannot miss.	Ти не можеш не перемогти.
20. It's only when you are doing stuff that you think might make	Лише тоді, коли ти займаєшся тим, що, можливо, принесе кошти.

money.	
21. That's why it feels so authentic, because it actually is.	Ось чому це відчувається таким справжнім – бо так і є.
22. It no longer becomes a job, it becomes an offering to the world.	Це вже не робота, а пропозиція світові.
23. So how do you set boundaries for yourself?	Отже, як визначити особисті кордони?
24. Let's start big.	Давайте почнемо з найважливішого.
25. Yes, I do love the children.	Так, я справді люблю дітей.
26. Check you later.	На зв'язку.
27. I don't have the worst (guest).	А найгіршого в мене немає (гостя).
28. I learned this the hard way.	Я навчилася цьому, пройшовши тернистий шлях.
29. It will change the way you view your life.	Я зміню те, як ви дивитеся на своє життя.
30. You will find true success and happiness if you have only one goal.	Тільки маючи одну ціль ти знайдеш справжні успіх та щастя.
31. Ask yourself what makes you come alive.	Запитай себе, завдяки чому ти оживаєш.
32. But in losing who he once was, Michael discovered who he wanted to be.	Але втрачаючи стару версію себе, Майкл знайшов те, ким він хотів бути.
33. They are losing something they will never get back.	І для них це завжди буде втрачено.
34. We might not always know it.	Можливо, ми не завжди це знаємо.
35. I have faith because of you.	Я маю віру завдяки вам.
36. If things go wrong, you hit a dead end, as you will.	Якщо щось іде не по плану, ти потрапляєш в глухий кут – так і буде.
37. What is this here to teach me?	Що тут є життєвим уроком для мене?
38. If you really get the lesson, you pass and you don't have to repeat the class.	Якщо ти справді засвоїв урок, тобі не потрібно відпрацьовувати його.
39. And you have no credit missing in somebody else's territory.	Ти просто не заслуговуєш програти на чийсь території.
40. Or trying to have power over something you have no control.	Або ж намагатися керувати тим, над чим ти не маєш влади.
41. You have no power in any territory other than your own.	Ти сильний тільки на своїй території.
42. The creation of Gaga gave Stefany the wings to fly.	Створення Гаги дало Стефані волю.

<i>Here and up to the last sentence: (02020VTV:LGI, URL)</i>	
43. Number one: it's no longer shocking to have pink hair.	По-перше, мати рожеве волосся – уже звична річ.
44. What I've been through, the struggles that I've seen that I've also been a part of.	Те, що я пройшла, які страждання я бачила і як страждала сама я.
45. One of the things I loved was your speech.	Твоя промова – дещо з того, що мені сподобалось.
46. And it's not about just winning, it's about not giving up.	І суть не в тому, щоб перемогти, а в тому, щоб не здаватися.
47. Fibromyalgia can be treated through mental health therapy.	Фіброміалгію можна лікувати за допомогою психотерапії.
48. What I would like for you to know and to shine a light on.	Питання, яке я хотіла б висвітлити.
49. And I'm a survivor, I'm living and I'm thriving, and I'm gonna take all my life experiences and I'm gonna share them with the world and make it a better place.	І я вижила, я квітну, і я поділюся всім своїм життєвим досвідом зі світом, щоб зробити його кращим місцем.
50. You can't move forward with anything in your life until there is actual radical acceptance.	Ти не можеш рухатися вперед без повного прийняття.

РЕЗЮМЕ

Основною ідеєю цієї курсової роботи є дослідження поняття комунікативних стратегій і тактик впливу, а також їх переклад з англійської мови на українську. Матеріалами для дослідження стали відео Опри Уінфрі – її промова та інтерв'ю з Леді Гагою.

Практичне значення цього дослідження – висвітлення теми комунікативних стратегій і тактик впливу з точки зору перекладу і використання перекладацьких трансформацій для досягненні мети, яку в собі несе оригінальне відео і яку треба передати в мову перекладу.

Ключові слова: переклад комунікативних стратегій та тактик впливу, лексика, масмедійний дискурс.