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KYIV NATIONAL LINGUISTIC UNIVERSITY
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TERM PAPER
IN TRANSLATION STUDIES

**Reproduction of euphemisms of English political discourse in Ukrainian
(case study of modern mass media)**

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PA 05-19

Educational Programme:
**English and a Second
Foreign Language:
Oral and Written Translation**
Majoring 035 Philology
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Kyiv – 2023

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Київський національний лінгвістичний університет
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Кафедра теорії і практики перекладу з
англійської мови

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Рецензування _____

(кількість балів, «до захисту» («на доопрацювання»),
дата, підпис керівника курсової роботи)

Захист _____
(кількість балів, дата, підпис викладача)

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системою, дата, підпис викладача)

КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

ВІДТВОРЕННЯ УКРАЇНСЬКОЮ МОВОЮ ЕВФЕМІЗМІВ АНГЛОМОВНОГО ПОЛІТИЧНОГО ДИСКУРСУ (НА МАТЕРІАЛІ СУЧАСНИХ ЗМІ)

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_____ (підпис)
к.ф.н., доц. Мелько Х.Б.
— 29 вересня 2022р

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

студентка IV курсу, групи Па 05-19, 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**

Тема роботи: «Відтворення українською мовою евфемізмів англословного політичного дискурсу (на матеріалі сучасних ЗМІ)»

Науковий керівник: Никитченко Катерина Петрівна

Дата видачі завдання: 29 вересня 2022 року

Графік виконання курсової роботи з перекладу

№ 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)

Студентка _____  (підпис)

РЕЦЕНЗІЯ НА КУРСОВУ РОБОТУ З ПЕРЕКЛАДУ З АНГЛІЙСЬКОЇ МОВИ

студентки IV курсу, групи Па 05-19, 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

Чайки Валерії Олесівни
(ПІБ студентки)

за темою «Відтворення українською мовою евфемізмів англомовного політичного дискурсу (на матеріалі сучасних ЗМІ)»

	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.

CONTENTS

INTRODUCTION	1
CHAPTER 1	
EUPHEMISMS AS A LANGUAGE PHENOMENON AND TRANSLATION CHALLENGE	4
1.1 Euphemisms as a language phenomenon	4
1.2 Theoretical background of translating euphemisms	8
1.3 Specifics of mass media discourse text analysis	12
CHAPTER 2	
MASS MEDIA DISCOURSE EUPHEMISMS: DISCOURSE FEATURES, TRANSLATION OPTIONS	20
2.1 Lexical transformations in the translation of mass media discourse euphemisms	20
2.2 Grammatical transformations in the translation of mass media discourse euphemisms	29
2.3 Lexical and grammatical transformations in the translation of mass media discourse euphemisms	36
CONCLUSIONS	41
BIBLIOGRAPHY	43
LIST OF DATA SOURCES	46
ANNEX A	48
ANNEX B	50
PE3IOME	59

INTRODUCTION

With the development of the languages the emergence of different figures of speech was inevitable. Needless to say, communication is an integral part of everyday life that meets one's needs and provides with a tool to start, develop, maintain or end various relations. Hence, to share or exchange information with each other in a very polite way, especially about sensitive topics, people use euphemisms.

Thus, the **term paper's main idea** is to identify euphemisms, to give the comprehensive analysis of their structure, creating and functions in English and Ukrainian modern mass media discourse regarding both social and emotional need. We understand that this notion allows discussion of 'touchy' or taboo subjects without enraging, outraging, or upsetting other people. Moreover, politics is one of the fields where the use of euphemisms is increasing at an alarming rate due to politicians' wish to lead the society better by camouflaging the grim reality with the help of euphemisms.

The **rationale (topicality)** of this term paper can be determined by many factors:

1. Euphemisms are of a great interest, as they can be used in many situations for numerous reasons.
2. Much research has been done on euphemisms and political discourse because of their prominence in language.
3. The ways of their adaptation and usage are still a controversial topic and therefore it requires a more detailed study.

That is why the topicality is also closely related to political relations and international affairs, when these processes, for their part, develop the ways of 'simplification' of such communication. Concerning the paramount importance and the significant increase of using euphemisms in English and Ukrainian, as well as the essence of euphemisms in politics, the **problem's theoretical background** was

studied by a vast number of Ukrainian, English and American linguists, such as Hugh Rawson, R. W. Holder, J. B. Elshtain, William Lutz, and others.

The main reason for choosing the political euphemisms for analysis was the fact that despite the number of works written in the field, there are still many aspects to be examined. The functional, structural and semantic analysis of euphemisms in political speeches is the aspect which still needs to be researched.

The object of the investigation is targeted at identification of the concept of euphemisms, studying the reasons for their emergence, analyzing the functions, peculiar features and factors justified by linguistic and extra-linguistic aspects in modern political discourse. **The subject of the research** is the ways of translating English euphemisms in political speeches which allows to gain attention and achieve political intention.

In our advanced world the connection between internal and external standards of using of languages contributes to appearing and growing profusion of euphemisms as such lexical units. It gives us reasons to consider the crux of this issue thoroughly with the help of the **objectives of the research**. Their aim is

- to examine theoretical approaches and studies concerning the concept and features of euphemisms and political discourse;
- to analyse structural and semantic features of political euphemisms;
- to identify the political euphemisms used in Barack Obama's speeches;
- to group euphemisms into classes according to the functions they perform.

All these objectives will contribute to the **aim of the research**, namely the significance of euphemisms in English and Ukrainian political discourse, and the ways of their implementation into political speeches.

In order to carefully study the objectives and consolidate theoretical and practical knowledge on this issue, it is necessary to determine the **data sources** of the study. The main sources of factual language material are the speeches delivered by the US President Barack Obama within the period from 2008 to 2012.

The considered factual research material will have **theoretical and practical value** in the process of studying English and Ukrainian political discourse in terms of

the correct establishing social and working relations, the communicative aims and methods of implementation of euphemisms, as well as in comparing main characteristics of these languages during seminars and practical lessons and in further analyzing the ways of their formation and transformation regarding the extension of both languages.

The outline of the **methods** used in the research includes translation analysis, comparative analysis, partially discursive analysis, and the method of quantitative calculations.

Brief outline of research paper structure consists of main organizational points that help to define the aim, objectives, methods, data sources and practical and theoretical value of the research. They include introduction, two chapters and conclusions, bibliography, list of data sources and two annexes.

CHAPTER 1

EUPHEMISMS AS A LANGUAGE PHENOMENON AND TRANSLATION CHALLENGE

1.1 Euphemisms as a language phenomenon

Euphemism is a linguistic phenomenon that consists in the use of expressions or words that reduce the negative effect or offensive tone of the term. It is a means of reducing the negative reaction or offense that can be created by the use of direct, obscene or offensive language.

Examples of euphemisms can be words that replace more crude expressions, for example, instead of “*die*” use “*passed away*”, instead of “*fat*” – “*chubby*”, instead of “*blind*” – “*visually impaired*”, etc.

The word euphemism comes from the Greek word ‘*euphemo*’ which means “auspicious” or “sounding good”, the prefix stands for “good” and the second part of the word is “speech”. Initially, it was a religious word or a phrase that replaced its direct counterpart. Unquestionably, the examples of this notion can be found in different cultures, as they appeared due to their language or traditions, however, it is possible to state that their usage was caused, first of all, by the need to hide socially unacceptable words.

Euphemisms are often used in the media, politics, advertising, marketing, and other fields of communication where it is important to avoid offensive or provocative language. Also, they can be used in everyday speech, when people try not to offend or offend their interlocutors.

As euphemisms have always been of a great interest, so in 1936, in his book *The American Language*, the famous linguist Henry Louis Mencken fully discussed why hundreds of euphemisms had been born and become popular on the basis of American history and social cultural background [33]. In 1981, a British linguist Hugh Rawson compiled *A Dictionary of Euphemisms and Other Doubletalks*, which embodies the achievements of research on euphemisms over the decades by many

British and American linguists [35]. The role of evasion in political talk (S. Harris), political broadcasts and interviews (J. M. Atkinson, P. Scannell), the relationship between politics, the government, and the media (N. Fairclough, R. Negrine, C. Schaffner, T. A. van Dijk), ideology and political discourse (K. Hudson), political language in general (A. Biletzki, P. Chilton, J. Collins, M. L. Geis, R. Glover, W. Holly, R. T. Lakoff, E. McCarthy, C. P. Otero, J. Wilson, R. Wodak) have all been given some attention [10; 173].

One cannot fail to mention the similar concept of “taboo”. Despite their similarities, taboos and euphemisms still have some differences. Taboos are words or expressions that are unacceptable or offensive in a particular culture or society. For example, the word “*curse*” may be taboo in a religious context, and the use of colloquial language in official documents may be taboo in a formal context.

Euphemisms, on the other hand, are less direct statements that are used to soften or reduce the offensive force of a particular statement. So, the main difference between taboos and euphemisms is that taboos are words or expressions that are unacceptable in a certain context, while euphemisms are less direct ways of expressing unpleasant ideas in order to reduce their emotional force.

In the Ukrainian language, euphemisms have been used since ancient times, since this phenomenon is universal, because people always strive to have correct and cultural communication.

Euphemisms have been used in literature since medieval times. For example, Ukrainian medieval chronicles contained many euphemisms to describe unpleasant events and phenomena to make them less harsh and offensive. As it is today, discussing death is somewhat of a taboo topic in society. In the Middle Ages, descriptions of subjects of executions, murders or deaths were partially hidden. That is why you could find the phrase «*його відправили в інший світ*» (“*he was sent to another world*”). Euphemistic construction were also used to describe brutal scenes of the destruction of cities. For example, it replaced by the euphemism «*місто змели з лиця землі*» (“*the city was swept off the face of the earth*”) meaning completely gone or vanished without a trace.

In some cultures primitive customs and beliefs still play an important role in the functioning of society, thus influencing its behavior. For example, Indigenous Australians have such a custom associated with deceased members of their community.

During the period of mourning for the deceased, and sometimes it can last even longer, it is forbidden to use any photos or video recordings, as well as the person's name. Moreover, according to their beliefs, this name can also be replaced by another one. Indigenous Australians often use an explanation or a phrase-characteristic, which may be related to a profession, a field of interest, or anything else, for instance "*the old man who painted*" [36].

Cultural and political factors have also greatly influenced the use of euphemisms in China. As the emperor is considered to be sacred and divine and is believed to be the Son of Heaven, there are lots of restrictions on how to speak about him, for example, it is forbidden to directly criticise the emperor. The roots of the euphemisms are the fear of punishment because of the stricts Chinese laws. Because for disrespecting or disrespecting the emperor, a person could either be severely punished or even executed.

At the same time, the use of euphemisms is also a great way of maintaining social harmony because it helps to avoid conflicts. Direct confrontations or criticism were considered impolite and disruptive for the society, and therefore, maintaining social order was of high value.

In the overview of this topic, it is also important to note that euphemisms can be divided into several groups according to the type of their purpose. We can mention some of them:

- **Fear related** euphemisms which are divided into two categories:
euphemisms for dreadful beings and things (including death) (*to be dead – to go to a better place, to pass away; murder – homicide; ghosts – spirits; мертвець – покійник; монстр – надприродна істота; смерть – той світ*)
 and euphemisms for mental diseases (*crazy – mentally unstable; autistic – on the spectrum; depressed – down in the dumps; деменція – когнітивний дефіцит;*

аутизм – розлад аутистичного спектру; психоз – порушення психічного здоров'я)

- **Religious euphemisms** (*God – Heavenly Father; lucky – blessed; to die – to be with the Lord; death – Eternal Peace; померти - бути у світі духів, відійти у кращий світ, заснути вічним сном*)
- **Proverbs as euphemisms** (*When one door closes, another opens; Брат за брата; За кожним поступком є добрий намір*) [19; 37-38].
- **Euphemisms related to courtesy** (*you're wrong – let's agree to disagree; mind your own business – I appreciate your concern; give me the salt – could you please pass me the salt; всядьтеся – чи не могли б ви зайняти свої місця; вам погано? – ви нездужаєте?; вона вагітна – вона при надії*)
- **Euphemisms related to politics** (*civilian casualties – collateral damage; layoffs – downsizing; випадковий обстріл власних військ – дружній вогонь; скидання режиму – зміна уряду*)
- **Euphemisms related to occupation** (*party planner – event coordinator; garbage collector – sanitation engineer; salesperson – marketing associate; охоронець – офіцер з питань безпеки; керівник відділу кадрів – спеціаліст з управління персоналом; секретар – адміністративний працівник*) [41;19].

In general, it is difficult to deny the need for euphemisms in our lives. They are important for several reasons:

- They help reduce the negative connotation of terms and make communication more correct and cultural, as well as to soften the negative impact of the utterance on those who perceive it. Euphemisms help ensure more pleasant and less conflictual communication between people.
- They allow people to express themselves about sensitive topics without offensive or obscene language. At the same time the use of euphemisms helps to increase cultural sensitivity, which can be important in international relations or when communicating with representatives of other cultures.
- Euphemisms can reduce the fear or anxiety that occurs when talking about unpleasant topics such as illness, death, violence, etc and maintain the dignity of those facing

adverse circumstances.

- In cultural context they allow you to get rid of stereotypes and images associated with certain terms and give them a new meaning. They allow us to adapt to changes in cultural, moral and social norms that arise over time. maintain social harmony and maintain respect for others. For example, the use of euphemisms can prevent conflict based on religion, ethnicity, politics, or others.

1.2 Theoretical background of translating euphemisms

Whatever language we are translating, we frequently find ourselves wrestling with euphemisms, those words or phrases used by people of all cultures to refer politely to subjects they feel awkward mentioning openly in simple or direct terms (i.e., death, certain body parts, legal problems, sexual activity, bodily functions, and the supernatural).

Euphemism is undeniably a culture bound unit. In translating euphemistic expression, translator as a bridge of both languages must have put extra efforts. Nida believed in equal significance to linguistic and cultural differences in translation between the SL and the TL. Nida noted that “for translators in cultural differences are more complicated than languages in structures differences” [26; 13].

Euphemisms are the cultural expressions; their renditions are unquestionably difficult to some translators. In this issue Allan and Burridge remarked “Sure, there are cultural differences with respect to the use of euphemism and dysphemism, but they are differences in degree rather than differences in kind. Attitudes to bodily effluvia, body parts, to notion of social status and the like, to death, disease to dangerous animals, and to the supernatural, vary tremendously between cultures; but essentially these same parameters recur in every culture (and subculture) to motivate euphemism and dysphemism” [9; 21].

In the translation of euphemisms, it is important to preserve their function - softening the negative meaning of the statement and reducing the impact of unpleasant words on the surrounding people.

Each country has its geographical conditions, people’s habits, religious beliefs,

and ideas that form its people's unique culture. The differences between two or more cultures may cause one nation believes in some events and habits which are strongly odd or forbidden to another. According to Muna Al-Shawi, "facing euphemistic expressions in SL, the translators may have sense of inability to convey the specific meanings to the TL. To convert texts from SL into TL, a good understanding of the culture is required, especially the target cultures. This process requires several studies and investigations on the SL and TL cultures" [32; 124]. Thus, translators must be familiar with these cultures to distinguish the kind of the expression.

Accordingly, there are two possibilities:

1. The euphemistic terms in the source language are not euphemistic terms in the target, so the translators have no problems and will render these expressions directly.

2. The euphemistic terms which are not euphemisms in the source language are euphemistic terms in the target and in this case there are some choices to convey. Moreover, translator is not supposed to translate euphemistic expression literally but also they must pay attention of the situation, culture of both language, and the original meaning of the source language in order to make the translation acceptable in target language. According to Larson, "in translating euphemisms, one should try to employ the equivalent of euphemistic expression in target language. Thus the translator must have known the culture of both languages well" [23; 116].

When translating euphemisms that refer to geographical features, cultural differences between languages and different levels of literature can cause several problems.

One of the main problems is that concepts related to geographic features can mean different things in different cultures. For example, the name of a geographic area in one language may be considered a negative or offensive word in another. Names of cities, countries, regions can also have different forms, which can be used in different contexts.

In addition, there is a risk of mistranslating expressions related to

geographical features that contain idiomatic expressions or do not have appropriate cultural associations in the target language. For example, idiomatic expressions that describe a specific geographical area may be difficult to translate without losing their meaning and impact.

Al Shawi listed two elements deserving translators' consideration; first is stylistic factor and second is rhetoric factor [32; 126].

He mentions that "while translating euphemisms, translators should always bear in mind the stylistic differences in rendering the same euphemism into different writing styles. For example, there are many substitute word for *die* such as *perish*, *expire*, *emit the last breathe*, *end one's days*, *pass away*, *cross the Styx*, *return to the earth*, *slide into oblivion*, *shut down*, *diseased*, *to kick the bucket*, *to go to Nirvana*, *to pay the debt of nature*, *to join the choir invisible*, etc" [32; 124]. So, the stylistic factors for the translator's consideration mainly concern the subtle difference between a word's denotation and connotation, its stylistic color as well as its register. Then translator should try to employ the equivalent of euphemistic expression in the target language. However, it is not easy to find the same equivalent (meaning and form) in both source and target language.

Therefore, the translator retained its implicature by avoiding formalistic equivalent. There are four strategies in translating euphemism. First, the translator should seek to find a parallel euphemism in the target language which more or less has the same euphemistic overtones of the original text. Second, if a parallel euphemism is not present in the target language, the translator should convey the intended meaning but still preserving the euphemistic thrust of the original. Third, the translator should try to convey the implied meaning without maintaining the euphemism of the original. In this case, translator can use the neutral terms. The last one is translator should be fully aware of this fact in order to decide on the track they follow in translating euphemisms across cultures.

Leppihalme agreed that "when one wants to recognize and translate something rooted strongly in another nation's culture, he/she needs to have much knowledge other than what is seen explicitly, in fact, the understanding of an allusion is

prevented by culture unless the receivers are biculturalized so this barrier should be removed” [24; 31].

A euphemistic expression in source language might not be a euphemistic expression in target language. So it is the translator’s job to find out the best replacement in the target language without removing the original meaning. Leppihalme offered strategy to translate allusion, a figure of speech through which some counterparts are compared on the basis of their aspects to history, mythology, literature, religious books, etc. that can be used to translate euphemism.

There are:

- (1) Standard translation usage,
- (2) Use literal translation,
- (3) Additional expression in the text,
- (4) Footnotes or endnotes employed or translator’s notes and other explicit explanations that not supplied in the text but explicitly given as additional information,
- (5) Replacement using a target language term,
- (6) Reduction,
- (7) Adaptation, which adapts the SL word first to the normal pronunciation then to the normal morphology of the TL,
- (8) Retention, and the last is
- (9) Omission [24; 84].

In his book, Leppihalme explained standard translation and literal translation usage is similar for they give minimum changes of the original meaning to the audience or target reader. [24; 96]. Those strategies also similar as theory proposed by Unseth as well as translation by replacing using target language term.

There are times when a sentence or phrase is said plainly, even offensively in the source language, it should not be translated with a euphemism. To convey the context impact of the source language, some passages must be translated with equally strong language in the target language. Then the third is translators should be aware in inserting euphemisms especially when translating archaic or historic language. The

translator must gauge the impact of the original wording on modern-day audience. If leaving the original phrasing or wording will only get the audience distracted, the translator might decide that it is necessary to insert a euphemism so that the audience will get the point without becoming offended by the original word.

Another option might be insert a note at the end of the passage to explain the reader that it was quite common to use such crude language during the time it was delivered.

The last problem area the translation must pay attention to is though sometimes translator might mistake something that is said in the source language for a different euphemism from their own language, translators must be aware of how each language uses euphemisms in order to readily identify them in the source text.

It is also important to consider the cultural and social nuances of the language from which the euphemism is translated and the language into which it is being translated. It must be remembered that the same words can have different cultural associations and shades of meaning in different countries. Therefore, in the translation of euphemisms, it is important to preserve their meaning, tone and style of expression.

1.3 Specifics of mass-media discourse text analysis

Discourse is a complex communicative phenomenon which includes, besides the text itself, other factors of interaction (such as shared knowledge, communicative goals, cognitive systems of participants, their cultural competence, etc.), i.e. all that is necessary for successful production and adequate interpretation of the text. [2]. Main discourse types are legal, administrative, business, military, scientific, political, fictional, colloquial and of the mass communication discourses.

Knowing the discourse of the text and its types is important for understanding the contents of the text and for communicating effectively and influencing the audience. Here are some reasons why this is important:

- **Understanding content:** Understanding text discourse helps readers understand how ideas, facts, and thoughts in a text interact with one another. This is important

because it helps you understand the overall meaning of the text and identify main points and ideas.

- **Effective communication:** Knowledge of discourse helps the writer choose the right words and phrases that suit the purpose of the text and the audience. This allows you to communicate effectively with your audience and convey your ideas and thoughts with maximum clarity and accuracy.
- **Audience influence:** Knowing the discourse type of a text helps copywriters choose the right strategy and tone for their message in order to most effectively influence their audience. For example, if a writer wants to convince his audience, he can use argumentative discourse to provide evidence for his claims.
- **Analyzing texts:** Knowledge of discourse types helps to critically analyze texts and determine their purpose and effectiveness. For example, if a text uses prescriptive discourse, its purpose is to provide information or instructions, whereas an informative text provides information about a particular topic.

In today's conditions, we can no longer imagine life without media communication technologies. The growing role of mass media leads to increasing requirements for their significance in social life. It has been established that mass media is the most important methods of personality socialization at the current stage of society development. The influence of mass media information on the formation of personality evoked the interest of domestic and foreign researchers who dedicated their lives to the study of structure, usage and specific of this discourse.

Mass media is one of the social institutions that to one extent or another perform the needs of society and individual social groups having a certain impact on the population as a whole, including specific age and social categories. It is important to identify two aspects of such influence. First, mass media significantly contribute to assimilation people of different ages of a wide range of social norms and the formation of their values orientations in the field of politics, economy, health, law, etc. Secondly, mass media actually exist a peculiar system of informal education and enlightenment of different categories of the population. At this users of mass media

acquire quite versatile, contradictory knowledge on various issues of social and political life [5; 157].

Therefore, it is important for us to establish mass-media discourse, as well as its specifics in text analysis. So, from the point of view of modern approaches, discourse is a complex communicative phenomenon, which in addition to the text includes extra linguistic factors (opinions, knowledge about the world, the recipient's goals, attitudes) necessary for understanding the text.

Discourse in a broad sense is understood by T. van Dijk as “a complex communicative event that occurs between a speaker and a listener in the process of communicative action in a certain time, space and other contexts. This communicative action can be verbal, written, verbal and non-verbal components” [38; 197].

Discourse can be defined as a “language within a language”, a “special world”, a communication system with real and potential dimensions, verbalized linguistic and mental activity, the level of conscious action in communication, etc. The main properties of discourse are connectedness, hierarchy and continuity. Coherence in the discourse is ensured by the presence of so-called discursive markers. According to S. Levinson, they “indicate only what so the statement in which they are contained becomes the answer, or a continuation of the previous discourse” [25; 197].

Media discourse is a coherent verbal or non-verbal, oral or written text together with socio-cultural, pragmatic, psychological factors, which is expressed through the means of mass communication. Taken in the event aspect, it represents an action, participates in socio-cultural interaction and reflects the mechanism consciousness of communicators [8; 304].

The issues of mass media discourse research have taken a prominent place in modern linguistics, which has become a reflection of those significant social, political, philosophical, cultural, linguistic trends embedded in the very functioning of this type of discourse.

The rapid development of the latest technologies in the 21st century contributed to the surge in the spread of technical means of information dissemination and the

constant attention to it of a modern individual who does not imagine his/her life without the press, television, radio, and the Internet. Scientists are currently talking about “mediatized society” and “mediatized personality”.

Therefore, communication with the help of modern media not only aroused sustained interest on the part of the scientist communities, but also formed the latest research paradigm, which considers mass media discourse as an interdisciplinary field of study, which includes the analysis of linguistic features, social, psychological, communicative, cultural, economic, legal, philosophical, political, educational, informational and other problems related to the purpose and tasks of the functioning of this discourse [2; 2].

Modern mass media discourse, due to the combination of a large number of integral parts, is the main consolidating environment for society, which forms views, moods, and guidelines. Distinctive features of this discourse (media dependence, realism, multimodality, interdiscursiveness, targeting a wide mass audience, remoteness of the speech act, dynamism, spectacularity, intense expressiveness) transformed it into a special communicative phenomenon that encourages the research interest of scientists, in particular linguists.

Mass media discourse is sensitive to the context of actual social existence, marked by a social fact, as well as to context of current ideology. It is directly aimed at public awareness and the formation of current public opinion [3; 25].

Mass media discourse is distinguished by a specific, mass audience and, accordingly, the “averageness” (and in this sense, simplification) of its code, which works in the mode of cognitive and axiological meanings - conceptual (identifying), metaphorical, symbolic and valuable. The concept of “mass media discourse” refers to the problematic field of mass media communication as a process of information exchange between all subjects of society, aimed at forming public opinion about a socially significant fragment of social existence [3; 25].

The main functions of media discourse, including informative, function of forming public opinion, entertaining, socialization, educational, phatic and advertising.

- **Informative function:** It is used to inform about events, phenomena and processes in society. This can be news, reports, analysis, interviews, etc.
- **The function of forming public opinion:** Media discourse can influence the formation of public opinion, attitudes and attitudes towards various events and incidents in society. Depending on how information is presented, media discourse can be aimed at supporting or criticizing various political, economic, social and cultural processes.
- **Entertaining:** Media discourse can include entertainment programs, TV shows, movies, music, etc. which allows people to be entertained and take a break from everyday troubles.
- **Socialization function:** Media discourse can help shape social values and norms, transmit the history and culture of different people and ethnic groups.
- **Educational function:** The educational function of mass media discourse involves conveying information and knowledge to audiences. This may include news, documentaries, instructional videos, and other educational materials.
- **Phatic function:** The phatic function of mass media discourse involves establishing and maintaining social relations between the speaker or writer and the audience. Phatic communication is often used to initiate or maintain a conversation, establish a relationship, or simply be polite. In mass media discourse, this function can be seen in short speeches, greetings, and other forms of social interaction.
- **Advertising function:** The advertising function in mass media involves promoting a product, service or idea to an audience. This can be done through advertising, sponsored content, product placement and other forms of promotion. The advertising function of mass media is important for businesses to reach their target audience and generate revenue.

It has been established that the feature of mass media discourse is social appreciation, the openness of the author's position and the “political-ideological mode of text formation”; that its purpose is to influence public consciousness and change it by forming positive or negative public opinion regarding certain factors of a person's social life.

Media discourse includes elements of political, economic, scientific and other types of discourse, as it contains information from different areas. In this case, the subject of media discourse also includes ways of describing and transmitting knowledge about them. Media discourse becomes to a large extent an intermediary activity, during which the creation, transfer, conversion or fusion of information can be carried out [1; 22].

The difficulties of translating mass media discourse texts lie on different levels. The translator must be knowledgeable about the subject, understand the original text, and be ready to adapt the translation. The practical difficulties of translation are the ambiguity of words, the use of euphemisms, specific turns of political language, a significant number of auxiliary elements, special syntactic constructions and in some cases the presence terminology.

When translating such texts, it is necessary to use similar linguistic means, since for many journalistic clichés used, it is not difficult to find semantic and stylistic counterparts characteristic of texts in the Ukrainian language. In the absence of direct counterparts, the meaning is conveyed by other means, without violating the genre, stylistic and communicative character of the text [4].

The example of discourse analysis of a text of mass-media discourse

(see ANNEX A)

The text under analysis belongs to discourse of the print press and the electronic media. It is an example of a grey zone text because it reflects and changes the real world. We can notice the reference to argumentation and real facts with the usage of precision lexicon, such as numerals (60, 40 000, 48, 2011, 2014), proper names (Afghanistan, Lisbon, Taliban, Karzai, Rasmussen, the United States). There is a photo which is a non-verbal means in the text or an example of extralingual factor.

The text is aimed at a common reader who does not belong to a specialized field of work or studying, however, from the context we can understand that the target audience is primarily American citizens who are interested in the state of

affairs in their country, as well as its international relations.

The aim of the textual information is not only to inform American society about the advantages of the country's membership in NATO, but also to emphasize the need for further development of cooperation between member countries of this organization. Therefore, it persuades the addressee to change his/her views about NATO and support such a policy of the country.

Structural level of the text is ensured by lexical and semantic cohesion. Lexical cohesion is implemented by repetition links, which are:

- simple lexical repetition: alliance – alliance, challenges – challenges, Afghanistan – Afghanistan, objective – objective, Lisbon – Lisbon, troops – troop, threats – threat, Afghan people – Afghan people
- complex lexical repetition: defense – defend, committed – commitment, alliance – aligned, we – our, trainers - training
- simple paraphrase: 60 years – six decades, Afghan security forces – Afghan forces
- complex paraphrase: begin – conclude, end – success, new – last (about century)
- substitution: NATO – it, young democracies – them, vision – it
- complex paraphrase: the central premise of NATO – our Article V commitment, new approach to European missile defense – the phased adaptive approach

Grammatical cohesion and syntactical structure are ensured by the sequence of tenses. The definite article in the text shows that the reader is familiar with the issue while the indefinite article presents new or unknown information. Compound and complex sentences, as well as the use of conjunctions and prepositions, also help to ensure the grammatical cohesion of the text.

Stylistic characteristics of the text are strong positions of the text, such as

- For more than 60 years, NATO has proven itself as the most successful alliance in history.
- Indeed, there have been many times when skeptics have predicted the end of this alliance.
- It is important for the American people to remember that Afghanistan is not just an American battle.
- As I said yesterday, we have reaffirmed the central premise of NATO - our Article V commitment that an attack on one is an attack on all.

Weak positions of the text are marginal sentences that support the idea of the central ones.

It is important to pay attention to such type of tropes as euphemism. The examples here are *to nurture young democracies* (which means the joining of new countries to the alliance that contributes to the strengthening of democracy in the world), *to end ethnic cleansing* (ruthless killing of a religious group), *to meet the challenges* (to show that there will be difficulties ahead that will require making fateful decisions), *they will not be standing alone* (to emphasize that NATO and the USA in particular will help and support the country), *an attack* (a euphemism for the word “war”). It is possible to conclude that in mass-media the usage of political euphemisms is an integral part.

Also, the special vocabulary is used here, that is proper names and numerals which we have already mentioned, abbreviations (NATO), and precision lexicon (ballistic missiles, cyber-attacks, troops).

CHAPTER 2

MASS MEDIA DISCOURSE EUPHEMISMS: DISCOURSE FEATURES, TRANSLATION OPTIONS

2.1 Lexical transformations in the translation of mass media discourse euphemisms

Translation in general is a rather complex and creative process. It poses many challenges, because the transfer of text from one language to another requires a high level of knowledge. The translation process is influenced by many factors, namely historical or social contexts, language characteristics, cultural differences of countries, the purpose of the translated text or the style of writing.

When translating texts of media discourse, it is important to pay attention to specialized vocabulary, which may include terms from different fields or sciences, abbreviations, unique manner of writing, grammatical features, and most importantly, the target audience.

Many politicians in the mass media discourse turn to political technologists and speechwriters to help them to reach their political goals. Using various linguistic technologies, they achieve the simplicity of speech, especially when they appeal to ordinary people, incline them to a certain opinion or introduce a socially important concept.

Many politicians indulge in using euphemisms in their speeches. When translating texts that contain such linguistic notions, different types of transformations are employed. Lexical transformations are very important, because more literal translation may not reproduce the true meaning of the euphemism, or may not be acceptable to the culture of the language of translation.

Lexical transformation may involve replacing euphemisms with more appropriate words or expressions that reproduce the original meaning, or replacing them with those that have a more acceptable tone or that reproduce power or honorific relationships in the target language. Paraphrasing techniques can also be used to convey the meaning of euphemisms without direct translation.

For sure, one of the most productive ways used in translation that we can mention is **modulation**. That is the process of choosing the most suitable option for a lexical unit in target language when it is impossible to use a direct equivalent due to different reasons.

For example:

(2) *And the third reason is that with the Cold War over, it is in everybody's interests to work on reducing our nuclear arsenals, which are hugely expensive and contain the possibilities of great damage, if not in terms of direct nuclear war, then in terms of issues of nuclear proliferation.* (NSFI, 12) – Третя причина ж полягає в тому, що по завершенню холодної війни в інтересах усіх є робота над скороченням наших ядерних арсеналів. Вони є не лише надзвичайно дорогими, але й можуть завдати великої шкоди, якщо не у вигляді прямої ядерної війни, то в питаннях розповсюдження ядерної зброї.

Usually, the word “proliferation” means “the sudden increase in amount of something”, and its popular derivative “prolific” has a positive meaning. Therefore, having this positive association makes the threat of the word “nuclear” less strict.

Other examples can be:

(9) *Our two most fundamental challenges are keeping the American people safe and growing our economy.* (FEPF, 6) – Наші дві найважливіші проблеми – це забезпечення безпеки американського народу та розвиток нашої економіки.

This phrase is typical for a speech. In English “most important task” presupposes matter-of-factness and will not be paid due attention by the listener. Apart from being very important fundamental also means serious, thus putting the speaker into a more respectable position. In Ukrainian, however, «виклик» in that context is not that common, that is why the word «проблеми» was used instead.

(4) *I will stop giving tax breaks to corporations that ship jobs overseas, and I will start giving them to companies that create good jobs right here in America.* (TAP, 23) – Я припиню надавати податкові пільги корпораціям, які працюють на закордонні інтереси, і я почну надавати їх компаніям, які створюють хороші робочі місця прямо тут, в Америці.

In order for the information to be clear to all listeners, especially in mass media discourse, it is important to use vocabulary that is not too sophisticated. The phrase “tax cuts” or “tax reduction” may not be entirely understandable for those who do not have an economic education. Therefore, although “breaks” (or «пільги» in Ukrainian) sounds more colloquial here, it helps to present Obama as a representative of the common American people.

(16) *I expect we'll have a robust debate about this when we return from the holidays - a debate that will have to answer an increasingly urgent question...*(NCP, 9) – Я очікую, що по поверненню з відпустки, ми матимемо активну дискусію з цього приводу – дискусію, яка повинна буде дати відповідь...

In English version this is a euphemism itself, as it sounds gentler than “strong disagreement”. In the Ukrainian language «потужні дебати» would not correctly convey the original meaning, hence «активна дискусія» helped to present the message.

(13) *It's the answer spoken by young and old, rich and poor, Democrat and Republican, black, Latino, Asian, Native American, gay, straight, disabled and not disabled - Americans who sent a message to the world that we have never been a collection of Red States and Blue States: we are, and always will be, the United States of America.* (EN, 5) – Це відповідь вустами молоді та старших людей, багатіїв та бідняків, демократів та республіканців, темношкірих, латиноамериканців, азіатів, корінних американців, геїв, гетеросексуалів, людей з інвалідністю та без – американців, які донесли світові повідомлення про те, що ми ніколи не були зібранням Червоних і Синіх Штатів: ми є і завжди будемо Сполученими Штатами Америки.

The modern world seeks to teach respect for all people without exception. That is why special attention should be paid to the use of correct phrases that characterize certain groups of people. Using the phrase “handicapped”/«інвалід» is not only incorrect, but it can also be perceived as derogatory and discriminatory. Instead, it is worth using the words “disabled”/«люди з інвалідністю», because it

helps to reduce stigma and perceive such people as equal citizens, without restrictions on their rights. Moreover, Obama here is trying to show the close ties between Americans by adding the negation “non-disabled” which is a good device on a syntactic level. In Ukrainian is also worth mentioning that the word «чорний» used as a description of someone is rude, and therefore the word «темношкірий» will sound politely.

(31) *Later today, at Fort Lewis, one community will gather to remember so many in one Brigade who have fallen in Afghanistan.* (RMSF, 17) – Сьогодні увечері у Форт-Льюїсі громада збереться задля вшанування багатьох членів бригади, які поклали життя в Афганістані.

(32) *Long after they are laid to rest - when the fighting has finished, and our nation has endured...*(RMSF, 17) – Після того, як вони заснули вічним сном - коли скінчилася війна, і наша нація витримала всі біди...

(33) *So we say goodbye to those who now belong to eternity.* (RMSF, 17) – Тож ми прощаємося з тими, хто відійшов у кращий світ.

The practice of using euphemisms for death is a common practice in different cultures. It is likely to have originated with the belief that to speak about death means inviting it, drawing Death’s attention.

(39) *It’s time for us to go ahead and get it done.* (NSFI, 12) – Настав нарешті час довести це до кінця.

(19) *The road ahead will be long. Our climb will be steep.* (EN, 5) – Шлях попереду буде довгим. Наш підйом буде нелегким.

In both cases the message was about the future changes for the government and citizens together.

(47) *After decades of broken politics in Washington...* (NBE, 8) – Після десятиліть програшної політики Вашингтона ...

The hidden message here concerns previous politicians and presidents, implying that they were nothing but a disappointment for the country.

(14) *...our Article V commitment that an attack on one is an attack on all.*(NSFI, 12) – ... наше зобов'язання за статтею V говорить про те, що напад

на одного є нападом на всіх.

In this case the words “attack” or «напад» actually mean war or armed offensives.

(42) These steps we've taken over the last two years may have broken the back of this recession, but to win the future, we'll need to take on challenges that have been decades in the making. (SUA, 22) – Ці кроки, які ми зробили за останні два роки, можливо, дещо побороли цю рецесію, але для майбутньої перемоги нам потрібно прийняти виклики останніх десятиліть.

Another common lexical transformation is **loan translation**. That is a process of omission of one or another non-equivalent grammatical element, i.e., the incorporation of words or phrases into another language without translation. It happens when such grammatical units do not affect the semiotics.

We can witness this type of transformations during the translation of articles. For instance:

(2) And the third reason is that with the Cold War over, it is in everybody's interests to work on reducing our nuclear arsenals, which are hugely expensive and contain the possibilities of great damage, if not in terms of direct nuclear war, then in terms of issues of nuclear proliferation. (NSFI, 12) – Третя причина ж полягає в тому, що по завершенню холодної війни в інтересах усіх є робота над скороченням наших ядерних арсеналів. Вони є не лише надзвичайно дорогими, але й можуть завдати великої шкоди, якщо не у вигляді прямої ядерної війни, то в питаннях розповсюдження ядерної зброї.

The euphemism “cold war”/«холодна війна» refers to the ideological, economic and geopolitical conflict between the USA and the USSR after the Second World War, during which there were no direct active clashes between these countries, but sharp political confrontations and propaganda.

(7) And perhaps most significantly, we agreed to cooperate on missile defense, which turns a source of past tension into a source of potential cooperation against a shared threat. (NSFI, 12) – І, мабуть, найголовніше те, що ми погодилися

співпрацювати у сфері протиракетної оборони, що перетворює джерело минулої напруги на джерело потенційної співпраці проти спільної загрози.

In both English and Ukrainian variants there were used euphemisms “shared threat” and «спільна загроза» for the phrase “common enemy”. In both variants it is of short and simple kind, however, there is a significant difference in meaning. The word “common” makes the phrase too plain, therefore it is strange to put a lot of effort to fight such an enemy. So, to consolidate the society but not to scare people, the best decision is to use euphemistic construction. This is why in source and target languages it was important to preserve that.

(1) *NATO is fully united about the way forward and committing to addressing the full range of security challenges of this century.* (NST, 12) – НАТО повністю єдина щодо шляху вперед і зобов'язується вирішувати повний спектр викликів безпеці цього століття.

(27) *The government is closing a loophole that allows private providers to be paid more.* (BR, 4) – Уряд закриває лазівку, яка дозволяє приватним провайдерам отримувати більше.

No one can deny that speaking about taxes, especially tax increases, is an inconvenient topic for politicians. Therefore, they try to cover this up using euphemisms. In both variants “loophole” and «лазівка» were the ways to hide the issue of taxes not to dissatisfy and anger people.

(28) *It has acted to end ethnic cleansing beyond our borders.* (NSFI, 12) – Вона (НАТО) діяла, щоб припинити етнічні чистки за межами наших кордонів.

“Ethnic cleansing” and «етнічні чистки» are euphemisms for the ruthless killing of a religious or ethnic group in some areas that have been taken over by opposing forces. Firstly, it was popularized by Serbian genocide mastermind Slobodan Milosevic but now it is applied to all sorts of massacres. As the concept of death is a taboo issue in all societies, it would be difficult for politicians to refer to that directly.

(8) *I promised to go through the budget line by line to eliminate programs that have outlived their usefulness, and in each of the budgets I've put forward so far,*

we've proposed approximately \$20 billion in savings through shrinking or ending more than 120 such programs. (FEPF, 6) – Я пообіцяв переглянути бюджет рядок за рядком, щоб усунути програми, які пережили свою корисність, і в кожному з бюджетів, які я наразі висунув, ми запропонували приблизно 20 мільярдів доларів економії шляхом скорочення або припинення більш ніж 120 таких програм.

(41) These are challenging times for America, but we've faced challenging times before. (VJC, 24) – Це складні часи для Америки, але ми стикалися з складними часами раніше.

(50) Our union can be perfected. (EN, 5) – Наш союз можна удосконалити.

“Union” or «союз» in this sentence also means the collaboration of the president with the citizens.

(49) And sometimes that conversation is very blunt. There are going to be some strong disagreements. (NSFI, 12) – І іноді ця розмова дуже відверта. Будуть серйозні розбіжності.

By “conversation” or the war in Afghanistan is implied, however, without the context it may be just a general summary of political issue within some country.

(24) After a year of discussions - and sometimes debate - the new Strategic Concept that we are embracing shows that... (NST, 13) – Після року дискусій та іноді дебатів, новий Стратегічний Концепт, який ми приймаємо, показує, що...

In some cases, while translating, the sentence or phrase may include more emotional involvement than usually. Consequently, **lexical emphasis** comes in handy. For instance:

(15) It has nurtured young democracies and welcomed them into Europe that is whole and free. (NSFI, 12) – НАТО виплекало молоді демократії та запросило їх у єдину та вільну Європу.

When one hears “nurture”, the first thing that appears in the imagination is taking care of somebody or something fragile.

(10) *If anyone has material possessions and sees his brother in need but has no pity on him, how can the love of God be in him?* (RPB, 18) – Якщо хтось має матеріальні блага і бачить свого брата в злиднях, але не має жалю до нього, то як може бути в ньому любов Божа?

You can often hear that material goods are nothing, and the most important thing in this world is love for your neighbor. To emphasize the fact that people are now turning away from those who need help, the phrase «в злиднях» was used in the translation.

Other important techniques of lexical transformations are **generalization**, or lexical broadening, which is used when the unit from source language is replaced in target language by a unit of a general meaning. This means that we replace semantically narrow word with a semantically broader word. And the opposite of generalization is **concretization**. This process includes the transfer of a source language unit with a target language unit of more specific meaning. For example:

(13) *It's the answer spoken by young and old, rich and poor, Democrat and Republican, black, Latino, Asian, Native American, gay, straight, disabled and not disabled - Americans who sent a message to the world that we have never been a collection of Red States and Blue States: we are, and always will be, the United States of America.* (EN, 5) – Це відповідь вустами молоді та старших людей, багатіїв та бідняків, демократів та республіканців, темношкірих, латиноамериканців, азіатів, корінних американців, геїв, гетеросексуалів, людей з інвалідністю та без – американців, які донесли світові повідомлення про те, що ми ніколи не були зібранням Червоних і Синіх Штатів: ми є і завжди будемо Сполученими Штатами Америки.

To show that every American is an integral part of society, and also confidently expresses their own opinion about events in the country, a generalization is used to unite everyone, this is also reflected in the translation (молодь, темношкірі, etc.). Quite interesting is that for the veiled presentation of Americans as supporters of various representatives for the presidency, the states with the largest number of voters for a specific representative began to be called as “red states”/«червоні

штати» and “blue states”/«сині штати», meaning “Republicans” (a red party) and “Democrats” (a blue party).

(26) *Beyond preventing a tax hike, we need to do a lot more to create an economy that's built to last.* (VJC, 24) – Окрім запобігання фіскальної реформи, нам слід зробити значно більше, щоб створити довговічну економіку.

As the first dictionary meaning of the word “hike” is a “long walk in the country”, in English version it draws the attention of the reader, as the combination of “tax” and “hike” seems like concealment of information. In Ukrainian version the phrase «фіскальна реформа» includes different steps in changing of a tax system, however, it does not focus only on taxes.

(35) *Despite a tough budget environment, our security assistance has increased every single year.* (APC, 3) – Незважаючи на сутужні бюджетні умови, наша допомога у сфері безпеки зростає щороку.

(37) *But in this tough economy, far too many of our veterans are still unemployed.* (ACAL, 1) – Але за цієї складної економіки надто багато наших ветеранів все ще безробітні.

Colloquial words “tough”/«сутужні, складні» bring speaker and audience closer to each other, but in this context, they also give the understanding that situation is not favorable for the country.

(11) *On my recent visit to Afghanistan, I visited a medical unit and pinned Purple Hearts on some of our wounded warriors.* (APAR, 2) – Під час мого нещодавнього візиту до Афганістану я відвідав медичну частину і начепив «Пурпурові серця» нашим пораненим воїнам.

(3) *The currency issue plays into this.* (NSFI, 12) – Валютна проблема відіграє важливу роль у цьому.

To sum up, during the analysis of above-mentioned euphemisms used in extracts of Obama’s speeches and their Ukrainian translation we can draw certain conclusions. So, taking into account the translation methods and the frequency of their use, the results are as follows.

We can conclude that modulation and loan translation are the most frequent

types of lexical transformations, as they make up 76% of all transformations (see Table 2.1 and Figure 2.1).

Table 2.1. Lexical transformations

Methods of translation	Results
modulation	13
loan translation	10
lexical emphasis	2
generalization	3
concretization	2

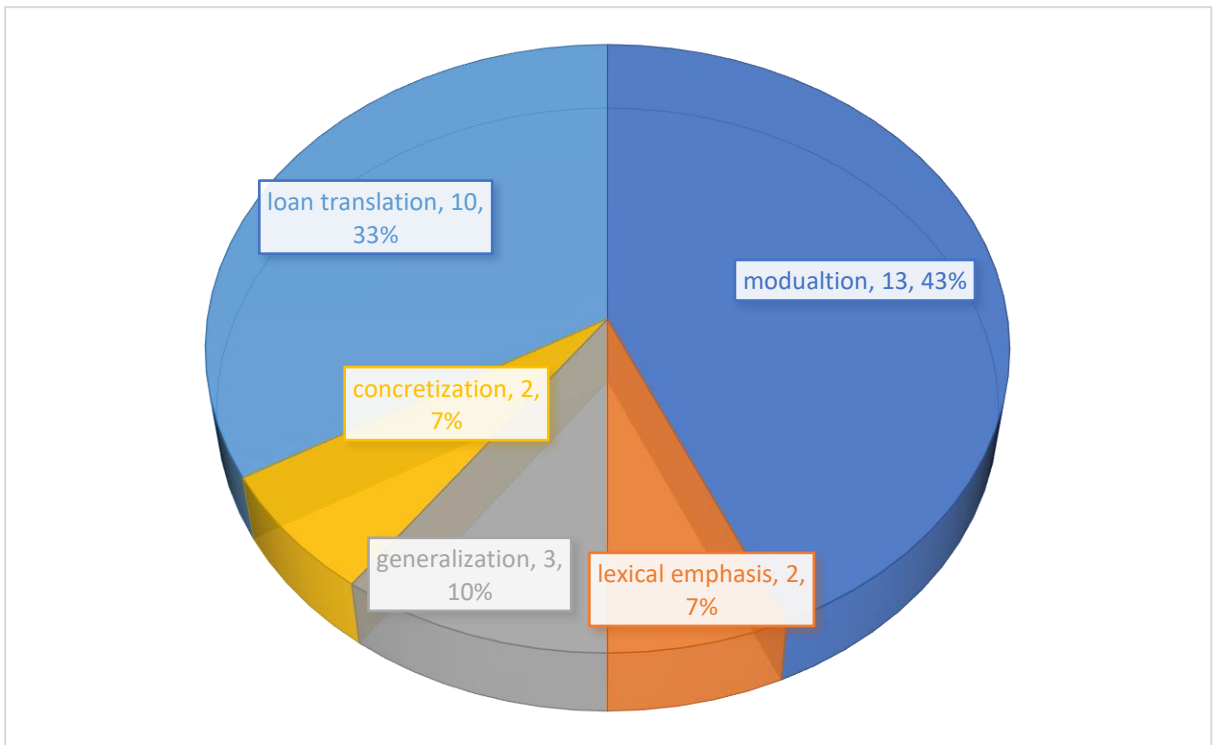


Fig. 2.1 Lexical transformations

2.2 Grammatical transformations in the translation of mass media discourse euphemisms

Grammatical transformations, as well as lexical and lexical-grammatical ones, are an integral part of the process of translating texts into all languages, because they help to preserve not only accuracy, but also style and consistency

between of source and target languages. You can be sure that without such changes the translation may be incorrect and incomprehensible to the reader.

If we consider several reasons why grammatical changes are important in translation, the main ones can be pointed out:

First, the accuracy of the translation: this is affected by the structures and grammatical rules of different languages. Therefore, to convey the content of the original text in an understandable way, the translator must use grammatical changes to maintain accuracy.

Second, style and tone: correct grammar also affects the style and tone of a text. To preserve them in the target language, the translator must know the rules and use the appropriate variables.

Third, readability: grammatical transformations can help make a translation easier to read. For example, one can change the order of words or use other grammatical structures.

One of the common grammatical transformations is **grammatical replacement**. It is often encountered during translation from English into Ukrainian. This is a substitution of a word belonging to one part of speech by a word belonging to another part of speech. That is the example of morphological replacement. If we substitute a syntactical construction by another, this is called syntactical replacement.

The examples are:

(18) *We've gone through 18 hearings; we've answered 1,000 questions. We have met the concerns about modernizing our nuclear stockpile with concrete budget numbers.* (NSFI, 12) – Ми пройшли 18 слухань; ми відповіли на 1000 питань. Ми відповіли на занепокоєння щодо модернізації наших ядерних запасів конкретними бюджетними цифрами.

“Nuclear stockpile”/«ядерні запаси» in this case has nothing to do with power station, but the modernization of nuclear weapons, as it concerns NATO which is a military alliance. As there is no unequivocal opinion about atomic weapon, so to soften the message about spending huge amount of money on update of it is better to use euphemisms in both source and target languages. In this way, the journalist

reduces verbal tension, because avoiding direct, harsh terms can diminish conflicts between different social groups.

(16) *...we don't need while making investments that we do need - investments in education, research and development, innovation, and the things that are essential to grow our economy over the long run, create jobs, and compete with every other nation in the world.* (NCP, 9) – ... які нам не потрібні, одночасно роблячи інвестиції, які нам потрібні - в освіту, дослідження та розробки, інновації та речі, які є важливими для розвитку нашої економіки в довгостроковій перспективі, створення робочих місць і конкурування з усіма іншими націями світу.

(5) *More of you have lost your homes and even more are watching your home values plummet.* (TAP, 23) – Більшість з вас втратили свої будинки, і ще більше спостерігає, як вартість вашого житла різко падає.

The dictionary meaning of the word “plummet” is to fall suddenly and quickly from a high level or position, the usage of it in English variant is great because it helps to gain trust, understanding and sympathy from common people. The concept of American dream includes having own property, so for people who suddenly lost their homes during crisis, unfortunately, it is too symbolic.

(17) *Slowly, businesses are recovering. Slowly, families are recovering. And the auto industry is back.* (RPHS, 21) – Повільно бізнес відновлюється. Потихеньку сім'ї відновлюються. І представники автомобільної промисловості повертаються до нас.

Grammar can also be a powerful euphemistic tool. In mass media, the use of euphemisms is an important speaking behavior strategy that allows editors and reporters to convey difficult, or controversial information without negative consequences. Therefore, having personified verbs “recover” and “to be back” with non-beings tries to make us think that economical state of the country is safe and sound.

Some additional examples are:

(33) *So we say goodbye to those who now belong to eternity.* (RMSF, 17) – Тож ми прощаємося з тими, хто відійшов у кращий світ.

(22) *When Israel was isolated in the aftermath of the flotilla incident, we supported them.* (NST, 13) – Під час ізоляції Ізраїлю унаслідок інциденту з флотилією, ми підтримали їх.

(40) *It also means making sure that in the future we're not dragged down by long-term debt.* (FEPF, 6) – Це також означає переконатися, що в майбутньому нас не затягнуть довгострокові борги.

It is impossible not to mention grammatical transformations, such as omission and addition. **Omission** is used when some units violate the norms of the target language, or they are not necessary for comprehension. **Addition**, in its turn, is a technique that consists of adding words or phrases, that can be deduced through from the context, into the translation text.

(17) *Slowly, businesses are recovering. Slowly, families are recovering. And the auto industry is back.* (RPHS, 21) – Повільно бізнес відновлюється. Потихеньку сім'ї відновлюються. І представники автомобільної промисловості повертаються до нас.

(38) *The competition for jobs is real. But this shouldn't discourage us. It should challenge us.* (SUA, 22) – Конкуренція за робочі місця є реальною. Але це повинно нас надихати, повинно кинути нам виклик.

It is always important not to discourage people to consolidate when there are some difficulties, especially when it is needed to bring society together. So, the function of the words “competition”, “challenge”, «конкуренція», «кинути виклик» helps to conceal the information a bit.

16) *...we don't need while making investments that we do need - investments in education, research and development, innovation, and the things that are essential to grow our economy over the long run, create jobs, and compete with every other nation in the world.* (NCP, 9) – ... які нам не потрібні, одночасно роблячи інвестиції, які нам потрібні - в освіту, дослідження та розробки, інновації та речі, які є важливими для розвитку нашої економіки в довгостроковій

перспективі, створення робочих місць і конкурувати з усіма іншими націями світу.

(46) *And today, we import triple the amount of oil as the day that Senator McCain took office.* (TAP, 23) – І сьогодні ми імпортуємо втричі більше нафти, ніж у день, коли сенатор Маккейн вступив на посаду.

(23) *We head into tomorrow's meeting with an alliance that is fully aligned in its vision and approach to collective security for the 21st century.*(NST, 13) – Ми відправляємося на завтрашню зустріч з альянсом, яка має повну згоду у своєму баченні та підході до питань колективної безпеки 21-го століття.

No one can deny that military interrogations have never been an easy topic to talk about in mass-media because such matters are not fit for reporting or commentary. That is why not to sound direct or harsh, the phrases “collective security”/«колективна безпека» meaning “military alliance” are used instead. This helps to provide the information in a trusted manner but without unnecessary chaos.

And another important transformation is transposition. **Transposition** is one of the key techniques of translation, which consists in changing the order of words or the structure of sentences in the source text in order to convey its content in the target language. The importance of transposition in translation is that it helps to achieve accuracy and logic in translation. For example, rearranging words can change the emphasis or emphasize certain aspects of the text. Also keep a special style or humor. And of course, transposition can help preserve the logical order of an idea or argument in translation.

As an example of transposition, we can mention such sentences:

(20) *Indeed, for the first time in years, we've put in place the strategy and the resources that our efforts in Afghanistan demand.* (APAR, 2) – Справді, вперше за багато років ми запровадили стратегію та ресурси, яких вимагають наші зусилля в Афганістані.

(25) *We have talked about how we will continue to strengthen our defense cooperation, and there are a wide range of areas where we are working together.*(POPS, 15) – Ми говорили про те, як ми продовжуватимемо зміцнювати

наше співробітництво у сфері оборони, і існує широкий спектр сфер, де ми разом працюємо.

Military terms are usually harsh, and diplomacy, especially in mass-media, cannot afford harshness. That is why “defense cooperation”/ «співробітництво у сфері оборони» sounds better than the plain “NATO military alliance”. The euphemisms here presuppose only positive perception, as «defense/оборона» gives the feeling of protection and «cooperation/співпраця» presents the fact of working together towards a shared aim.

(15) *It has nurtured young democracies and welcomed them into Europe that is whole and free.* (NSFI, 12) – НАТО виплекало молоді демократії та запросило їх у єдину та вільну Європу.

(43) *Washington's been talking about our oil addiction for the last thirty years, and John McCain has been there for twenty-six of them.* (TAP, 23) – Вашингтон говорив про нашу залежність від нафти протягом останніх тридцяти років, і Джон Маккейн був поряд двадцять шість років з тридцяти.

For sure, the word “dependency” might be used here instead of “addiction”, however, in this case it would not present the problem of the oil import in an intended manner. As the first collocation that comes to one’s mind about the “addiction”/«залежність» is a “drug/alcohol addiction”, this sentence acquires a negative shade.

(29) *...at this defining moment, change has come to America.* (NBE, 8) – ...у цей визначальний момент в Америці відбулися зміни.

By “change”/«зміни» we understand the the coming to power of a new president and government.

(21) *And because we've ended our combat mission in Iraq, we're in a better position to give our forces in Afghanistan the support and equipment they need to achieve their missions.* (APAR, 2) – Оскільки ми завершили нашу бойову місію в Іраці, у нас є вигідніша позиція задля надання підтримки та обладнання нашим силам в Афганістані, які їм треба для виконання завдань.

It is not uncommon to combine or divide sentences when translating. These transformations, sentence integration and sentence fragmentation, which are two different approaches are very useful. **Sentence integration** is used when surrounding sentences have close connections, so they sound quite natural when combined. There the translator creates complex sentences that express the idea in a better way. **Sentence fragmentation**, in its turn, involves breaking up the idea into different short sentences. This approach creates emphasis and conveys a sense of importance. However, in both cases the translator must consider whether the information in target language will be coherent and grammatically correct.

The examples here are:

(38) *The competition for jobs is real. But this shouldn't discourage us. It should challenge us.* (SUA, 22) – Конкуренція за робочі місця є реальною. Але це повинно нас надихати, повинно кинути нам виклик.

(2) *And the third reason is that with the Cold War over, it is in everybody's interests to work on reducing our nuclear arsenals, which are hugely expensive and contain the possibilities of great damage, if not in terms of direct nuclear war, then in terms of issues of nuclear proliferation.* (NSFI, 12) – Третя причина ж полягає в тому, що по завершенню холодної війни в інтересах усіх є робота над скороченням наших ядерних арсеналів. Вони є не лише надзвичайно дорогими, але й можуть завдати великої шкоди, якщо не у вигляді прямої ядерної війни, то в питаннях розповсюдження ядерної зброї.

To sum up, during the analysis of above-mentioned English euphemisms and their Ukrainian translation we can draw certain conclusions. So, considering the translation methods and the frequency of their use, the results are as follows.

From this table, you can see that the following type of grammatical transformations that is most often used in the examples includes grammatical replacement which makes up 35% of all transformations here. The least used transformations are sentence integration and sentence fragmentation which make up 5% each (see Table 2.2 and Figure 2.2).

Table. 2.2 Grammatical transformations

Methods of translation	Results
grammatical replacement	7
omission	3
addition	2
transposition	6
sentence integration	1
sentence fragmentation	1

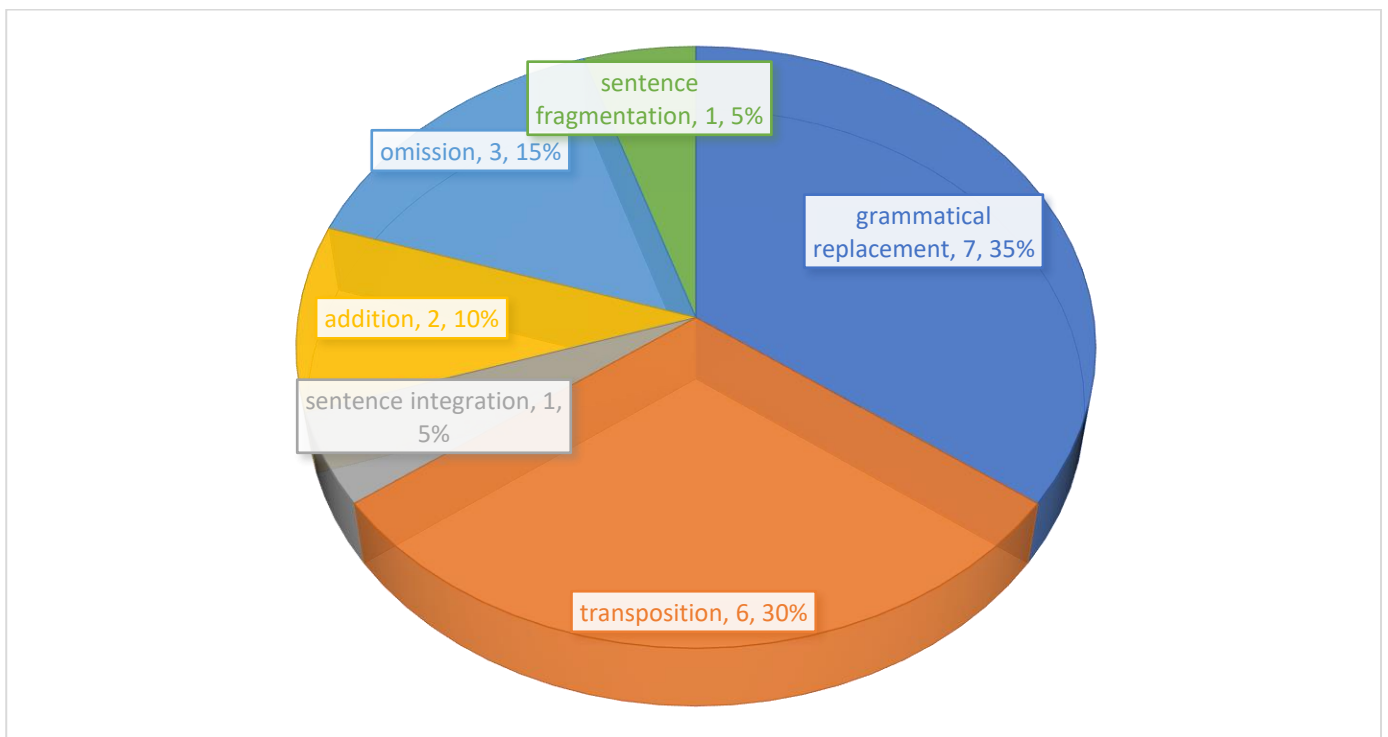


Fig. 2.2 Grammatical transformations

2.3 Lexico-grammatical transformations in the translation of mass media discourse euphemisms

Lexico-grammatical transformations are used in the process of transforming a sentence or part of a text using different linguistic means, such as synonyms, antonyms, different parts of speech, active and passive style, as well as other linguistic constructions.

The main objective of lexico-grammatical transformations is to modify the wording of the source text while preserving its meaning. This can be useful when it is needed to correct the style or tone of a message, or when it is wanted to make the text more accessible or understandable for readers.

One of the most common types of lexico-grammatical transformations is **antonymic translation** which is effective way of solving difficulties that can arise during translation. This notion implies the rendering of an affirmative source language structure by a negative target language one. Its characteristic features are precision, concision, and emotional impact.

The examples may include such sentences:

(12) *After retiring from the Army as a Major, John Gaffaney cared for society's most vulnerable during two decades as a psychiatric nurse.* (RMSF, 17) – Після звільнення з армії в чині майора Джон Геффіні протягом двох десятиліть піклувався про найменш забезпечених верств населення суспільства як медсестра-психіатр.

From the context we can understand that “society’s most vulnerable” is a euphemism for those who are mentally disabled people. Using a euphemism is a great solution in both English and Ukrainian variants, as it has a stronger influence on a target audience because it shows the need for care, help and understanding. «Найменш забезпечені верстви» does not only imply the problems with the mental health of such people but it also encourages us to think about the everyday problems they face.

(48) *To reduce our dependency on foreign oil, we need to stop subsidizing oil companies that are already making record profits, and double down on clean energy, that creates opportunities in new industries but also improves our security, because we're not as dependent on foreign oil.* (VJC, 24) – Щоб зменшити нашу залежність від іноземної нафти, нам потрібно припинити субсидування нафтових компаній, які вже отримують рекордні прибутки, і подвоїти використання чистої енергії, яка створює можливості в нових галузях, а також зміцнює нашу безпеку, тому що ми вже є достатньо незалежними від іноземної нафти.

It has been already mentioned before that oil dependency is a burning issue for American government and citizens. The issue of addiction to anything is always a difficult and alarming point that can discourage people from moving towards change and putting efforts to that. So, using the euphemism about this growing independence «вже є достатньо незалежними» from oil imports in the Ukrainian translation, in our opinion, helps people believe that over time they will be able to achieve their goals, even if it seems like an unattainable dream.

(32) ... *and that they paid the price and bore the burden to secure this nation, and stood up for the values that live in the hearts of all free peoples.* (RMSF, 17) – ... і що вони заплатили ціну і несли тягар, щоб захистити цю націю, і не зрадили цінності, які живуть у серцях усіх вільних народів.

This part of the sentence referred to the speech about the fallen soldiers. We know that the issue of death is taboo, so many phrases are replaced by euphemisms or constructions with them. The phrase «не зрадили цінності» was used in the translation in order, on the one hand, to emphasize the symbolism of these words, and on the other hand, to remind the society once again that the protection of the country is not an easy burden, and sometimes even a tragic one, because it concerns not only some individual people, but everyone, as well as the protection of universal values. The values that are important for each country may mostly coincide in everything, but we must not forget that the historical background significantly affects the sense of unity within society.

(38) *The competition for jobs is real. But this shouldn't discourage us. It should challenge us.* (SUA, 22) – Конкуренція за робочі місця є реальною. Але це повинно нас надихати, повинно кинути нам виклик.

No one likes to hear about difficulties or problems, especially if it is said bluntly or rudely, because such a manner repels the last desire for change. Addressing issues of difficulty for the entire country is an even more difficult task. That is why, in the mass media discourse, there is a constant attempt to somewhat hide or soften this topic by using euphemisms. The word «надихати» gives confidence about tomorrow, because it somehow keeps a feeling of lightness. Thus,

despite the fact that each person individually and the country as a whole constantly face adversity, they still have hope for the best.

And one more type of transformations is **total reorganization**. It is the process of a significant altering of structure or style of a translated text which requires a high level of expertise, cultural and linguistic background of a translator. Total reorganization is frequently used during adapting the text in order to achieve effective communication between a speaker and their audience.

For example:

(4) *I will stop giving tax breaks to corporations that ship jobs overseas, and I will start giving them to companies that create good jobs right here in America.* (TAP, 23) – Я припиню надавати податкові пільги корпораціям, які працюють на закордонні інтереси, і я почну надавати їх компаніям, які створюють хороші робочі місця прямо тут, в Америці.

Sometimes it can be quite difficult for the ordinary citizen to comprehend highly sophisticated language. We understand from the extract that the message conveyed is targeted at common citizens, especially those who have to work hard to satisfy their needs. Therefore, the phrase «працюють на закордонні інтереси» can draw their attention.

(6) *I was never the likeliest candidate for this office.* (EN, 5) – Я був останнім кандидатом на цю посаду.

Considering the examples, we can summarize that the antonymic translation (67%) is quite a productive type of transformations, as it can be used for different purposes (see Table 2.3 and Figure 2.3).

Table. 2.3 Lexico-grammatical transformations

Methods of translation	Results
antonymic translation	4
total reorganization	2

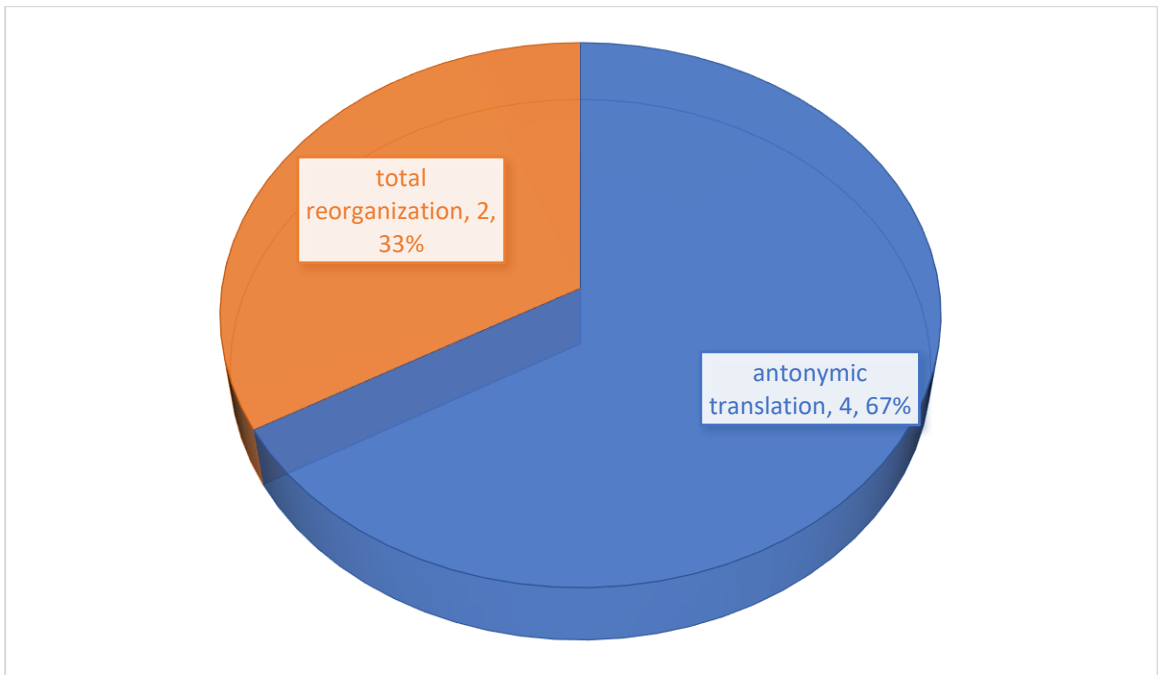


Fig. 2.3 Lexico-grammatical transformations

CONCLUSIONS

The modern world never stands still, therefore all changes that occur in the cultural or social environment necessarily affect the language as well. This can be applied to both English and Ukrainian languages.

In this paper, a linguistic phenomenon of euphemism has been discussed from different perspectives and we have attempted to explore and prove how integral they are in the field of politics in mass-media discourse and how important it is to convey them correctly and skillfully in the language of translation. Unquestionably, the need to study this issue is obvious from both practical and theoretical points of view, as well as the transformations that can be applied to it during the process of translation.

In our work we have discovered that nowadays the usage of euphemisms is inevitable in mass-media when it concerns political language due to its quite pessimistic and direct nature. Therefore, the main reason for the appearance of this linguistic notion is its effectiveness. Euphemisms are good not only at replacing the offensive language unit by another phrase with the same (or similar) idea, or speaking about taboo issues, but also when it is crucial to conceal one's intention, to gain the support, to simplify the message or soften it.

In this paper we thoroughly considered the reasons for the emergence of euphemisms, got acquainted with the works of scientists working on this topic, discovered the difference between taboo and euphemism, and divided euphemisms into several categories according to their functions. Moreover, we have paid attention to the topic of the discourse. Materials related to mass-media discourse were carefully studied and its main functions were identified.

This term paper also reflects on the theoretical background of the translation of euphemisms and has found out using 50 sentences that the most common transformations of the euphemisms usually are grammatical replacement, modulation, and loan translation. In most cases they make about 40% of all transformations. The

least used transformations are sentence fragmentation and sentence integration, as they make up only about 4-5%.

The prospects for possible further research in this area include continuing the study of the topic of euphemisms, because it can be affirmatively said that this topic will not lose its relevance. An interesting subtopic for consideration of such an issue can be how euphemisms affect the perception of people and society, because with the rapid development of technologies, as well as political ones, this can globally affect humanity.

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ANNEX A

For more than 60 years, NATO has proven itself as the most successful alliance in history. It's defended the independence and freedom of its members. It has nurtured young democracies and welcomed them into Europe that is whole and free. It has acted to end ethnic cleansing beyond our borders. And today we stand united in Afghanistan, so that terrorists who threaten us all have no safe haven and so that the Afghan people can forge a more hopeful future.

At no time during these past six decades was our success guaranteed. Indeed, there have been many times when skeptics have predicted the end of this alliance. But each time NATO has risen to the occasion and adapted to meet the challenges of that time. And now, as we face a new century with very different challenges from the last, we have come together here in Lisbon to take action in four areas that are critical to the future of the alliance.

First, we aligned our approach on the way forward in Afghanistan, particularly on a transition to full Afghan lead that will begin in early 2011 and will conclude in 2014.

It is important for the American people to remember that Afghanistan is not just an American battle. We are joined by a NATO-led coalition made up of 48 nations with over 40,000 troops from allied and partner countries. And we honor the service and sacrifice of every single one.

With the additional resources that we've put in place we're now achieving our objective of breaking the Taliban's momentum and doing the hard work of training Afghan security forces and assisting the Afghan people. And I want to thank our allies who committed additional trainers and mentors to support the vital mission of training Afghan forces. With these commitments I am confident that we can meet our objective.

Here in Lisbon we agreed that early 2011 will mark the beginning of a transition to Afghan responsibility, and we adopted the goal of Afghan forces taking the lead for security across the country by the end of 2014. This is a goal that President Karzai has put forward.

I've made it clear that even as Americans transition and troop reductions will begin in July, we will also forge a long-term partnership with the Afghan people. And today, NATO has done the same. So this leaves no doubt that as Afghans stand up and take the lead they will not be standing alone.

As we look ahead to a new phase in Afghanistan, we also reached agreement in a second area - a new strategic concept for NATO that recognizes the capabilities and partners that the alliance needs to meet the challenges of the 21st century. I want to give special thanks to Secretary General Rasmussen for his outstanding leadership in forging a vision that preserves the enduring strengths of the alliance while adapting it to meet the missions of the future.

As I said yesterday, we have reaffirmed the central premise of NATO - our Article V commitment that an attack on one is an attack on all. And to ensure this commitment has meaning, we agreed to take action in a third area: to modernize our conventional forces and develop the full range of military capabilities that we need to defend our nations.

We'll invest in technologies so that allied forces can deploy and operate together more effectively. We'll deploy new defenses against threats such as cyber attacks. And we will reform alliance command structures to make them more flexible and more efficient. Most important, we agreed to develop a missile defense capability for NATO territory, which is necessary to defend against the growing threat from ballistic missiles.

The new approach to European missile defense that I announced last year - the phased adaptive approach - will be the United States contribution to this effort and a foundation for greater collaboration.

ANNEX B

	Текст оригіналу	Текст перекладу
1.	...NATO is fully united about the way forward and committing to addressing the full range of security challenges of this century.	НАТО повністю єдина щодо шляху вперед і зобов'язується вирішувати повний спектр викликів безпеці цього століття.
2.	And the third reason is that with the Cold War over, it is in everybody's interests to work on reducing our nuclear arsenals, which are hugely expensive and contain the possibilities of great damage, if not in terms of direct nuclear war, then in terms of issues of nuclear proliferation.	Третя причина ж полягає в тому, що по завершенню холодної війни в інтересах усіх є робота над скороченням наших ядерних арсеналів. Вони є не лише надзвичайно дорогими, але й можуть завдати великої шкоди, якщо не у вигляді прямої ядерної війни, то в питаннях розповсюдження ядерної зброї.
3.	The currency issue plays into this.	Валютна проблема відіграє важливу роль у цьому.
4.	I will stop giving tax breaks to corporations that ship jobs overseas, and I will start giving them to companies that create good jobs right here in America.	Я припиню надавати податкові пільги корпораціям, які працюють на закордонні інтереси, і я почну надавати їх компаніям, які створюють хороші робочі місця прямо тут, в Америці.
5.	More of you have lost your homes and even more are	Більшість з вас втратила свої будинки, і ще більше людей

	watching your home values plummet.	спостерігає, як вартість вашого житла різко падає.
6.	I was never the likeliest candidate for this office.	Я був останнім кандидатом на цю посаду.
7.	And perhaps most significantly, we agreed to cooperate on missile defense, which turns a source of past tension into a source of potential cooperation against a shared threat.	І, мабуть, найголовніше те, що ми погодилися співпрацювати у сфері протиракетної оборони, що перетворює джерело минулої напруги на джерело потенційної співпраці проти спільної загрози.
8.	I promised to go through the budget line by line to eliminate programs that have outlived their usefulness, and in each of the budgets I've put forward so far, we've proposed approximately \$20 billion in savings through shrinking or ending more than 120 such programs.	Я пообіцяв переглянути бюджет рядок за рядком, щоб усунути програми, які пережили свою корисність, і в кожному з бюджетів, які я наразі висунув, ми запропонували приблизно 20 мільярдів доларів економії шляхом скорочення або припинення більш ніж 120 таких програм.
9.	Our two most fundamental challenges are keeping the American people safe and growing our economy.	Наші дві найважливіші проблеми – це забезпечення безпеки американського народу та розвиток нашої економіки.
10.	If anyone has material possessions and sees his brother in need but has no pity on him, how can the love of God be in him?	Якщо хтось має матеріальні блага і бачить свого брата в злиднях, але не має жалю до нього, то як може бути в ньому любов Бога?

11.	On my recent visit to Afghanistan, I visited a medical unit and pinned Purple Hearts on some of our wounded warriors.	Під час мого нещодавнього візиту до Афганістану я відвідав медичну частину і начепив «Пурпурові серця» нашим пораненим воїнам.
12.	After retiring from the Army as a Major, John Gaffaney cared for society's most vulnerable during two decades as a psychiatric nurse.	Після звільнення з армії в чині майора Джон Геффні протягом двох десятиліть піклувався про найменш забезпечених верств населення суспільства як медсестра- помічник психіатра.
13.	It's the answer spoken by young and old, rich and poor, Democrat and Republican, black, white, Latino, Asian, Native American, gay, straight, disabled and not disabled - Americans who sent a message to the world that we have never been a collection of Red States and Blue States: we are, and always will be, the United States of America.	Це відповідь вустами молоді та старших людей, багатіїв та бідняків, демократів та республіканців, темношкірих, латиноамериканців, азіатів, корінних американців, геїв, гетеросексуалів, людей з інвалідністю та без – американців, які донесли світові повідомлення про те, що ми ніколи не були зібранням Червоних і Синіх Штатів: ми є і завжди будемо Сполученими Штатами Америки.
14.	...our Article V commitment that an attack on one is an attack on all.	... наше зобов'язання за статтею V говорить про те, що напад на одного є нападом на всіх.
15.	It has nurtured young democracies and welcomed them	НАТО виплекало молоді демократії та запросило їх у

	into Europe that is whole and free.	єдину та вільну Європу.
16.	I expect we'll have a robust debate about this when we return from the holidays - a debate that will have to answer an increasingly urgent question - and that is how do we cut spending that we don't need while making investments that we do need - investments in education, research and development, innovation, and the things that are essential to grow our economy over the long run, create jobs, and compete with every other nation in the world.	Я очікую, що по поверненню з відпустки, ми матимемо активну дискусію з цього приводу – дискусію, яка повинна буде дати відповідь на найактуальніше питання, а саме як нам зменшити витрати, які нам не потрібні, одночасно роблячи інвестиції, які нам потрібні - в освіту, дослідження та розробки, інновації та речі, які є важливими для розвитку нашої економіки в довгостроковій перспективі, створення робочих місць і конкурування з усіма іншими націями світу.
17.	Slowly, businesses are recovering. Slowly, families are recovering. And the auto industry is back.	Повільно бізнес відновлюється. Потихеньку сім'ї відновлюються. І представники автомобільної промисловості повертаються до нас.
18.	We've gone through 18 hearings; we've answered 1,000 questions. We have met the concerns about modernizing our nuclear stockpile with concrete budget numbers.	Ми пройшли 18 слухань; ми відповіли на 1000 питань. Ми відповіли на занепокоєння щодо модернізації наших ядерних запасів конкретними бюджетними цифрами.

19.	The road ahead will be long. Our climb will be steep.	Шлях попереду буде довгим. Наш підйом буде нелегким.
20.	Indeed, for the first time in years, we've put in place the strategy and the resources that our efforts in Afghanistan demand.	Справді, вперше за багато років ми запровадили стратегію та ресурси, яких вимагають наші зусилля в Афганістані.
21.	And because we've ended our combat mission in Iraq, we're in a better position to give our forces in Afghanistan the support and equipment they need to achieve their missions.	Оскільки ми завершили нашу бойову місію в Іраці, у нас є вигідніша позиція задля надання підтримки та обладнання нашим силам в Афганістані, які їм треба для виконання завдань.
22.	When Israel was isolated in the aftermath of the flotilla incident, we supported them.	Під час ізоляції Ізраїлю унаслідок інциденту з флотилією, ми підтримали їх.
23.	We head into tomorrow's meeting with an alliance that is fully aligned in its vision and approach to collective security for the 21st century.	Ми відправляємося на завтрашню зустріч з альянсом, яка має повну згоду у своєму баченні та підході до питань колективної безпеки 21-го століття.
24.	After a year of discussions - and sometimes debate - the new Strategic Concept that we are embracing shows that...	Після року дискусій та іноді дебатів, новий Стратегічний Концепт, який ми приймаємо, показує, що ...
25.	We have talked about how we will continue to strengthen our defense cooperation, and there are a wide range of areas where	Ми говорили про те, як ми продовжуватимемо зміцнювати наше співробітництво у сфері оборони, і існує широкий

	we are working together.	спектр сфер, де ми разом працюємо.
26.	Beyond preventing a tax hike, we need to do a lot more to create an economy that's built to last.	Окрім запобігання фіскальної реформи, нам слід зробити значно більше, щоб створити довговічну економіку.
27.	The government is closing a loophole that allows private providers to be paid more.	Уряд закриває лазівку, яка дозволяє приватним провайдерам отримувати більше.
28.	It has acted to end ethnic cleansing beyond our borders.	Вона (НАТО) діяла, щоб припинити етнічні чистки за межами наших кордонів.
29.	...at this defining moment, change has come to America.	...у цей визначальний момент в Америці відбулися зміни.
30.	Here, at Fort Hood, we pay tribute to thirteen men and women who were not able to escape the horror of war, even in the comfort of home.	Тут, у Форт-Гуді, ми віддаємо данину пам'яті 13 чоловіків та жінок, яким не вдалося уникнути жахів війни, навіть у теплі домівки.
31.	Later today, at Fort Lewis, one community will gather to remember so many in one Stryker Brigade who have fallen in Afghanistan.	Сьогодні увечері у Форт-Льюїсі громада збереться задля вшанування багатьох членів бригади, які поклали життя в Афганістані.
32.	Long after they are laid to rest - when the fighting has finished, and our nation has endured; it will be said of this generation that they paid the price and bore the	Після того, як вони заснули вічним сном - коли скінчилася війна, і наша нація витримала всі біди, про це покоління буде сказано, що вони заплатили

	burden to secure this nation, and stood up for the values that live in the hearts of all free peoples.	ціну і несли тягар, щоб захистити цю націю, і не зрадили цінності, які живуть у серцях усіх вільних народів.
33.	So we say goodbye to those who now belong to eternity.	Тож ми прощаємося з тими, хто відійшов у кращий світ.
34.	May God bless the memory of those we lost. And may God bless the United States of America.	Нехай Бог благословить пам'ять про тих, кого ми втратили. І хай він благословить Америку.
35.	Despite a tough budget environment, our security assistance has increased every single year.	Незважаючи на суужні бюджетні умови, наша допомога у сфері безпеки зростає щороку.
36.	Obviously this country has gone through as tough of a time as we've seen in my lifetime over the last two and a half years.	Очевидно, що країна пережила важкі часи, як ті, що ми побачили за останні 2 з половиною років.
37.	But in this tough economy, far too many of our veterans are still unemployed.	Але за цієї складної економіки надто багато наших ветеранів все ще безробітні.
38.	The competition for jobs is real. But this shouldn't discourage us. It should challenge us.	Конкуренція за робочі місця є реальною. Але це повинно нас надихати, повинно кинути нам виклик.
39.	It's time for us to go ahead and get it done.	Настав нарешті час довести це до кінця.
40.	It also means making sure that in the future we're not dragged down by long-term debt.	Це також означає переконатися, що в майбутньому нас не зтягнуть довгострокові борги.

41.	These are challenging times for America, but we've faced challenging times before.	Це складні часи для Америки, але ми стикалися з складними часами раніше.
42.	These steps we've taken over the last two years may have broken the back of this recession, but to win the future, we'll need to take on challenges that have been decades in the making.	Ці кроки, які ми зробили за останні два роки, можливо, дещо поборолі цю рецесію, але для майбутньої перемоги нам потрібно прийняти виклики останніх десятиліть.
43.	Washington's been talking about our oil addiction for the last thirty years, and John McCain has been there for twenty-six of them.	Вашингтон говорив про нашу залежність від нафти протягом останніх тридцяти років, і Джон Маккейн був поряд двадцять шість років з тридцяти.
44.	Tomorrow you can turn the page on policies that put greed and irresponsibility before hard work.	Завтра ви зможете перегорнути сторінку політики, яка обирає жадібність і безвідповідальність замість важкої праці.
45.	In that time, he's said no to higher fuel-efficiency standards for cars, no to investments in renewable energy, no to renewable fuels.	На той момент він відмовився від кращих стандартів паливної ефективності, а також від інвестицій у відновлювальні джерела енергії та види палива.
46.	And today, we import triple the amount of oil as the day that as the day that Senator McCain took office.	І сьогодні ми імпортуємо втричі більше нафти, ніж у день, коли сенатор Маккейн вступив на посаду.
47.	After decades of broken politics in Washington...	Після десятиліть програшної політики Вашингтона ...
48.	To reduce our dependency on	Щоб зменшити нашу залежність

	foreign oil, we need to stop subsidizing oil companies that are already making record profits, and double down on clean energy, that creates jobs and creates opportunities in new industries but also improves our security, because we're not as dependent on foreign oil.	від іноземної нафти, нам потрібно припинити субсидування нафтових компаній, які вже отримують рекордні прибутки, і подвоїти використання чистої енергії, яка створює можливості в нових галузях, а також зміцнює нашу безпеку, тому що ми вже є достатньо незалежними від іноземної нафти.
49.	And sometimes that conversation is very blunt. There are going to be some strong disagreements.	І іноді ця розмова дуже відверта. Будуть серйозні розбіжності.
50.	Our union can be perfected.	Наш союз можна удосконалити.

РЕЗЮМЕ

Курсову роботу присвячено особливостям відтворення українською мовою евфемізмів англомовного політичного дискурсу на матеріалі сучасних ЗМІ. У ході роботи висвітлено основні етапи наукової думки щодо цієї галузі, описано функціональні особливості одиниці і здійснено перекладацький аналіз фактичного матеріалу дослідження. Крім того, у курсовій роботі у додатку наведено 50 прикладів, які ілюструють особливості відтворення евфемізмів в українській мові.

Ключові слова: евфемізми, відтворення евфемізмів українською мовою, англомовний політичний дискурс, ЗМІ, трансформації.