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INTRODUCTION

The phenomenon of political correctness has become increasingly significant in contemporary discourse, particularly within the realm of media communication. The intricacies of translation in relation to the expression and preservation of political correctness, especially when transferring from English into Ukrainian, pose a unique set of challenges.

The term paper is focused on exploring the specificities of translating politically correct elements within the English language media discourse into Ukrainian.

The theoretical background of the research draws upon several key sources in the fields of linguistics, discourse analysis, and translation studies. S. Aleksenko [1] explores the concept of political correctness in English-language media discourse as a means of implementing cooperative communicative strategies. H. Girth [26] contributes to the discourse by proposing a discourse-oriented description of text types within political discourse, which informs the analysis of media texts in this study. O. Honcharova [3] offers insights into political rhetoric within contemporary theoretical frameworks, providing a nuanced understanding of political correctness within discourse. S. Morris [31] offers a foundational text on political correctness, which serves as a basis for understanding the phenomenon within media discourse. Furthermore, translation studies scholars such as M. Baker [19], J. Munday [32], and P. Newmark [33] provide theoretical frameworks and methodological approaches for analyzing the translation of political correctness, offering valuable insights into the complexities of translating cultural and ideological nuances. These theoretical perspectives collectively inform the analytical framework of the research, facilitating an in-depth exploration of the specificity of translating political correctness in English media discourse into Ukrainian.

The topicality of investigating lies in the intersection of linguistic and socio-cultural dimensions. In an era of increasing globalization and cross-cultural communication, the accurate conveyance of politeness strategies becomes crucial for effective intercultural understanding and respectful representation. Given the nuanced

nature of politeness markers, particularly within media discourse where power dynamics and audience reception play pivotal roles, understanding the intricacies of their translation into Ukrainian is essential for ensuring not only linguistic fidelity but also cultural appropriateness.

This research **aims** to investigate the intricacies of translating political correctness from English into Ukrainian within the realm of media discourse.

To achieve this aim, the following **objectives** are outlined:

- 1) to define the concept of political correctness within the context of language use and social dynamics;
- 2) to examine the influence of cultural, political, and societal factors on the manifestation of political correctness in media communication;
- 3) to investigate the translator's role in mediating political correctness between source and target languages;
- 4) to analyze mass media text in the context of translation studies;
- 5) to explore translation strategies employed to maintain political correctness in the target language.
- 6) to identify challenges faced by translators in accurately translating political correctness.

The **subject** of this research is the analysis of the specifics of the translation of the means of political correctness from English to Ukrainian in the context of media discourse.

The **object** of this research is the means of political correctness.

The primary **data source** for this study is politically correct vocabulary taken from the media resources as “Ukpol”, “Miller center” and others. A total of 50 politically correct lexical units were selected using the continuous sampling method from the specified media resource.

The research **methods** employed for the term paper encompassed a diverse array of analytical approaches essential for thorough investigation and elucidation of the subject matter. The descriptive method facilitated the comprehensive portrayal and systematic organization of pertinent data, providing a foundational understanding of

the phenomena under scrutiny. Concurrently, the distributive analysis method enabled the systematic categorization and distribution of linguistic elements within the corpus, facilitating the identification of patterns and trends therein. Text analysis method was instrumental in scrutinizing textual artifacts to discern underlying structures, themes, and communicative strategies pertinent to the translation of politically correct language in English media discourse into Ukrainian. Moreover, the linguo-stylistic analysis method delved into the intricate interplay of linguistic and stylistic elements, elucidating nuances in expression and cultural connotations inherent in translated texts. The method of quantitative analysis made it possible to statistically present the results of the study. Lastly, the continuous sampling method ensured the systematic and consistent collection of relevant textual instances for analysis, contributing to the robustness and reliability of the findings.

The theoretical value. This study contributes to the scholarly discourse on translation theory, specifically addressing the translation of politically correct language in the context of English-language media discourse into Ukrainian. Furthermore, the theoretical framework adopted in this study, provides a comprehensive approach to examining translation processes within the specific domain of political correctness in media discourse.

The findings of this research have **practical value** for translators, linguists and educators involved in cross-cultural communication and translation practice. By identifying the specific linguistic features and strategies employed in the translation of politically correct language in English media discourse into Ukrainian, this study offers practical guidance for translators navigating similar contexts.

Structure. The scientific work consists of an introduction, two chapters, conclusions, a list of references and an abstract in Ukrainian and English.

In the introduction, the study lays the foundation, defining the scope and objectives of the study.

The first chapter examines the theoretical and methodological foundations of the study of political correctness in English-language media discourse. He delves into the concept of political correctness and the prerequisites for its emergence, analyzes the

development trends of political correctness in the English-language media discourse, and examines the role of the translator in the rendering of political correctness.

The second chapter is devoted to the analysis of the peculiarities of the translation of political correctness in the English media discourse into the Ukrainian language. This chapter analyzes the strategies used by translators to maintain political correctness, and explores the difficulties encountered in translating political correctness and potential strategies for overcoming them.

The conclusions summarize the findings of the study, emphasizing the significance of the study and its implications for the theory and practice of translation in the context of political correctness.

The abstract offers a brief overview of the conducted research.

CHAPTER 1

THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF THE STUDY OF POLITICAL CORRECTNESS IN THE ENGLISH LANGUAGE MEDIA DISCOURSE

1.1. The concept of political correctness and the preconditions for the occurrence of the phenomenon

The study of **political correctness** in the context of **media discourse** requires a deep understanding of its conceptual foundations and deep conditions that give rise to this linguistic and sociocultural phenomenon. This subsection examines the ideas and factors that shape the concept of political correctness, shedding light on its multifaceted nature and the preconditions that contribute to its emergence.

Linguists have long grappled with defining the nature and scope of political language, as it is challenging to delineate a distinct sign system solely dedicated to the realm of political communication. Consequently, scholars commonly employ the terms “**political language**” and “**language of politics**” interchangeably [17: 32]. This reflects the multifaceted and pervasive nature of language within political discourse, which transcends traditional boundaries and encompasses a wide array of linguistic resources and communicative strategies.

M. Tkachivska, for instance, emphasizes the lexical divergence between political language and everyday language, underscoring the terminological nature of political vocabulary [17: 33]. Similarly, S. Aleksenko, a researcher in political communication, highlights the prevalence of **specialized terms** within **political language**, particularly evident in political **slogans**, **programs**, and **anthems** [1: 5].

H. Girth provides a comprehensive definition of political language, framing it as a symbolic system employed within political communication to facilitate the **attainment of public consensus** and the formulation and justification of political and socio-political decisions [26: 108]. This definition highlights the instrumental role of

language in shaping collective understanding and consensus-building processes within the political sphere.

It is worth noting that some approaches to **political correctness** view language as a system of ordered verbal units, organized in a particular way, as stated by Serhieiev [13: 23]. This perspective suggests that politics employs a range of linguistic elements within the national language, and thus, giving preference to specific lexical units or syntactic constructions does not necessarily constitute the establishment of a distinct semiotic system [13: 23-24].

O. Honcharova emphasizes the importance of not treating political language as a distinct system of units but rather as a variant of the national language that is specifically tailored for political discourse. This perspective aligns with the notion that language, including political language, is **dynamic** and reflects the **cultural** and **social context** in which it is used. Additionally, this perspective underscores the interconnectedness between language and politics, highlighting how language serves as a tool for conveying political ideologies, agendas, and power dynamics [3: 32].

According to V. Serhieiev, political discourse adheres to specific stylistic, lexical, and grammatical norms while remaining within the confines of the national language. He introduces the term “political speech” to describe this phenomenon, highlighting its expression through the national language rather than constituting a separate linguistic system. This perspective underscores the intrinsic link between political discourse and the broader linguistic framework of a society. Additionally, researcher acknowledges the distinctiveness of political speech, particularly in its lexical, syntactic, and grammatical aspects. Political discourse often employs **specialized lexical features** such as **clichés**, fixed **expressions**, and **jargon**, while also exhibiting syntactic characteristics like direct word order and grammatical structures tailored to convey authority and persuasion [13: 24].

Similarly, S. Morris also emphasizes the unique linguistic features of political discourse, emphasizing its reliance on specific lexical and **syntactic elements** to effectively convey messages [31: 43].

The terms “political language” and “language of politics” are commonly employed by scholars to encompass the multifaceted linguistic phenomena observed within this domain. In essence, the complexity of political language arises from its intersection with various **societal, cultural, and historical factors**, which shape its content and form. Political discourse often serves as a reflection of power dynamics, societal values, and ideological stances, thereby necessitating a nuanced examination of its linguistic features [4].

The concept of political correctness is intricately linked to the use of language within political discourse, as highlighted by various scholars. According to V. Sergeev, political language differs from everyday language primarily in its vocabulary, which tends to be more **specialized** and **terminological** [13: 33]. Similarly, E. Frank emphasizes the use of special terms in political language, particularly in slogans, programs, and anthems [cit. by 26: 5]. R. Hudson provides a broader definition, characterizing political language as a symbolic system utilized in political communication to achieve public consensus and justify political decisions [27: 108].

However, it's worth noting a contrasting perspective articulated by T. Kyiak, who argues against such definitions, asserting that language is fundamentally a system of ordered verbal units organized in a specific manner [7: 23].

In our view, while the definitions offered by V. Sergeev, E. Frank, and R. Hudson capture certain aspects of political language, T. Kyiak's critique underscores the complexity of language as a **dynamic and multifaceted system**. While political language indeed involves specialized vocabulary and serves specific communicative functions within the political sphere, reducing it solely to terminology overlooks the broader linguistic, cultural, and socio-political dimensions at play.

The concept of political correctness and the preconditions for its occurrence are often discussed within the framework of linguistic and socio-political analysis. According to A. Zagnitko [5: 13]. and R. Kliuchnyk [8], the use of certain lexical units or syntactic constructions in political discourse does not necessarily denote a distinct semiotic system or a separate language variant. Instead, they argue that the language

of politics operates within the norms of the national language, albeit with specific stylistic, lexical, and grammatical features tailored to its communicative context.

In agreement with A. Zagnitko, it is proposed to use the term “**political speech**” to refer to this phenomenon, emphasizing its function as a manifestation of the national language rather than a separate linguistic system. This perspective underscores the importance of contextualizing political discourse within the broader framework of language use and communication strategies, recognizing its inherent connection to societal norms and communicative practices [5: 14].

Political correctness within political speech harnesses the potential of the national language, yet it exhibits distinct lexical, syntactic, and grammatical features. These include the use of clichés, fixed phrases, jargonisms, and argotisms, along with a tendency towards direct word order and adherence to a specific set of **grammatical forms**. These linguistic characteristics are integral to the construction and conveyance of politically correct messages within discourse [5]. The utilization of such linguistic devices in political speech serves various purposes, including enhancing clarity, reinforcing ideological positions, and establishing rapport with specific audiences.

The concept of political correctness is challenging to define definitively due to the absence of a universally accepted definition in English language dictionaries. Various interpretations have been proposed, reflecting the **multifaceted nature** of the phenomenon. F. Frank highlights the dynamic role of language, suggesting that it serves as both a mirror reflecting societal values and changes, and as a tool for communication and information transfer. Additionally, language can be wielded as a weapon by powerful groups to enforce their value systems [25].

Language **not only mirrors society** but also plays a pivotal role in shaping individual personalities by imprinting cultural norms, worldviews, and attitudes. The language we use influences our perception of the world and our interactions with others, thereby contributing to the formation of our identity [25].

The concept of political correctness revolves around the belief that language and actions should be mindful of not causing offense or harm, particularly in relation to sensitive topics such as gender or race [36]. It entails avoiding expressions or behaviors

that may be perceived as excluding, belittling, or insulting to marginalized or disadvantaged groups in society [34; 38].

This entails a conscious effort to choose **language and behavioral settings** that do not imply humiliation or attempt to offend individuals. The idea is to promote inclusivity, respect, and sensitivity in communication, acknowledging the power **dynamics** and **historical context** that influence language use [37]

Various dictionaries offer similar definitions, emphasizing the importance of inclusive language and behavior that does not discriminate or belittle marginalized groups. However, alternative definitions exist, highlighting the nuanced perspectives within academic discourse. Some authors, like G. Hughes, offer multiple interpretations, reflecting the complexity of the concept [28: 144]. These alternative definitions often emphasize the alignment with liberal or progressive social views and the rejection of discriminatory language and behaviors.

In essence, political correctness entails adopting language and behaviors that uphold progressive ideals and avoid causing harm or offense, especially regarding marginalized communities. It is characterized by a commitment to inclusivity, respect, and sensitivity in communication and interaction [38; 35; 34].

The concept of political correctness encompasses a range of perspectives and interpretations, all aiming to promote **respectful and inclusive language and behavior**. Despite differing definitions, the overarching goal remains the same: to foster a more equitable and respectful society through mindful communication and action.

In Ukraine, the terms “political correctness” and “politically correct” have only recently gained traction, leading to a relatively sparse presence in dictionaries and a vague semantic understanding. According to O. Zavadzka, the notion of political correctness in language reflects society's aspiration to adopt alternative linguistic expressions that avoid causing offense or discrimination based on factors such as race, **gender, age, health, social status, or appearance** [4: 351]. This entails a conscientious effort to replace linguistically insensitive or discriminatory language

with more inclusive and respectful alternatives, thereby safeguarding the dignity and rights of individuals.

However, O. Zavadska critiques the term due to its emphasis on the “political” aspect, which she perceives as implying insincere motives rather than genuine concern for human feelings and tactful communication [4: 351].

The term “political correctness” encompasses various interpretations and definitions, highlighting its semantic complexity and multifaceted nature. L. Sinna's work proposes four main meanings for the term [14: 283-284]:

1) **Political correctness as a technology** or form of social behavior aimed at resolving conflicts by revising educational content and refraining from using derogatory language towards discriminated social groups.

2) **Political correctness as an ideological program** underlying this technology.

3) **Political correctness as a political movement** that implemented (or is implementing) this ideological program in the sphere of education and socio-political lexicon in the late 20th century in the USA, primarily associated with left-wing political forces.

4) **Political correctness as an ironic designation** for the curious outcomes of applying the technology to replace offensive terms with neutral words and expressions.

In our opinion, these interpretations capture the complexity of political correctness and underscore its evolving nature within social and political discourse. The diverse meanings assigned to the term reflect the contested terrain of language use, power dynamics, and societal norms. Moreover, the various perspectives on political correctness highlight its role as a contested concept that elicits both support and criticism, depending on one's ideological stance and cultural context.

The concept of political correctness, as defined in the Dictionary of Ukrainian language, refers to a notion that originated in the United States and signifies the liberal orientation of American politics. According to this definition, political correctness is characterized by the use of softened expressions and **symbolic imagery**, aiming to

demonstrate **tolerance** and **inclusivity**. This definition suggests that political correctness extends beyond mere linguistic content to encompass the symbolic representation and adjustment of language, reflecting broader socio-political values and attitudes [33].

S. Morris characterizes political correctness as a form of unofficial censorship, predominantly observed in the United States but also evident in European nations. According to researcher, political correctness serves as a tool for manipulating public opinion by stifling dissent and shaping the consciousness of individuals [31].

The diverse interpretations of political correctness underscore the complexity of the concept, with researchers offering varying viewpoints on its definition and implications. Despite the differences in perspective, there is a consensus among scholars regarding the sensitivity surrounding political correctness [7].

The concept of “political correctness” is characterized as universal and multifaceted. Scholars view it not only as a **political, cultural, and behavioral phenomenon** aimed at safeguarding equality and dismantling societal stereotypes, but also as a linguistic phenomenon involving the adoption of softened or neutral language to mitigate verbal aggression [17: 44-49]. This multifaceted nature reflects the interconnectedness of language, culture, and societal norms in shaping communicative practices.

In conclusion, the exploration of the concept of political correctness and the preconditions for the occurrence of this phenomenon underscores its intricate nature within the realm of English-language media discourse. By examining diverse interpretations, this subsection provides a comprehensive foundation for understanding the underlying principles and contextual factors that shape the discourse surrounding political correctness.

1.2. The development tendencies of political correctness in English-language media discourse

Political correctness, as a socio-linguistic construct, has undergone significant transformations over time, influenced by shifts in societal attitudes, changes in media landscapes, and evolving linguistic norms. Understanding the development tendencies of political correctness is crucial for elucidating its impact on communication practices, discourse formation, and cultural representation within English-language media platforms.

In the context of the framework for constructing the social world in the doctrine of political correctness, there is a significant focus on the role of **socio-political lexicon**. Language is not merely a tool for communication but also a mechanism for shaping perceptions of the social environment. The socio-political lexicon plays a crucial role in creating a specific reality by influencing our understanding of social relations. Political correctness, within this framework, involves the **exclusion of linguistic elements** from communication that have the potential to discriminate against individuals based on various factors such as **gender, age, sexual orientation, mental and physical development, nationality, religion, political preferences**, and more [16: 102].

The development tendencies of political correctness in English-language media discourse are characterized by the implementation of principles aimed at fostering inclusivity and sensitivity through the modification of socio-political lexicon. This involves the strategic use of techniques such as “**tabooing**” and “**euphemizing**” offensive words and expressions directed towards certain social groups. Through these linguistic strategies, media discourse seeks to address historical biases, promote respect for diversity, and mitigate the perpetuation of harmful stereotypes [16: 102].

The utilization of euphemistic expressions in English-language media discourse serves various purposes. Firstly, it demonstrates a **respectful attitude** towards the audience's feelings by employing language that is perceived as less harsh or offensive. Secondly, euphemisms help in sidestepping **established taboos and violations** of

social norms, thus maintaining decorum and propriety in communication. Thirdly, euphemistic language aims to **obscure negative aspects of reality**, presenting them in a softer or less confrontational manner. Lastly, the use of euphemisms can serve pragmatic purposes by influencing the audience's perception or behavior in a desired way [10].

In our opinion, the use of euphemistic expressions in media discourse is a strategic linguistic choice influenced by societal norms, audience expectations, and communicative objectives. While euphemisms may enhance communication by promoting sensitivity and avoiding offense, they also have the potential to obscure the truth or manipulate perceptions.

Euphemisms in English-language media discourse are linguistic devices employed to soften or mask the harshness of certain words or phrases, often by substituting them with milder or less direct alternatives. These substitutions are typically **used in situations where the original term may be considered taboo, offensive, or emotionally charged**. It is this definition that we use in our term paper. Euphemisms possess significant manipulative potential within media discourse, contributing to the shaping of public perception and discourse in several ways [12: 14-15]:

1) Firstly, euphemisms serve to conceal the true essence of phenomena by imparting a **neutral or positive connotation** to potentially sensitive or controversial topics.

2) Secondly, recipients of euphemistic language often face **challenges in discerning these linguistic devices from context** and interpreting their intended meaning. This difficulty arises due to the complex nature of the informational flow during political speeches, which can obscure objective assessment and comprehension.

3) Lastly, it is worth noting that **only a small portion of recipients may be familiar with the phenomenon of euphemism**, further complicating the effective communication and reception of euphemistic language within media discourse.

The development tendencies of political correctness in media discourse have indeed had a significant impact on various aspects of contemporary society. **These**

tendencies reflect a broader societal shift towards more inclusive and respectful language use, particularly in addressing issues related to race, ethnicity, disability, social status, and gender [2: 213-214].

In the context of English-language media discourse, the category of political correctness is manifested across three distinct language levels: morphological, lexical, and syntactic [27]:

1) At the **morphological level**, political correctness is reflected in the formation and modification of words to adhere to inclusive and non-discriminatory language practices. This involves the use of prefixes, suffixes, and word forms to convey respectful and sensitive terminology, particularly in reference to marginalized or discriminated groups.

2) On the **lexical level**, political correctness influences the choice of vocabulary and terminology employed in media discourse. This entails the selection of words and phrases that avoid stereotypes, derogatory connotations, and offensive language, aiming to promote inclusivity and respect for diverse identities and experiences.

3) At the **syntactic level**, political correctness is evident in the structure and organization of sentences within media discourse. This includes considerations such as gender-neutral language, inclusive pronoun usage, and culturally sensitive sentence constructions, which contribute to fostering a more equitable and respectful communication environment.

This categorization of political correctness across morphological, lexical, and syntactic levels provides a comprehensive framework for understanding its formal expression within media discourse.

The development tendencies of political correctness within media discourse manifest through various morphological changes aimed at addressing language that may be considered politically incorrect. These changes involve modifying words by replacing or omitting morphemes to create gender-neutral or more inclusive terms [1]:

1) One prevalent tendency involves **modifying words by replacing politically incorrect morphemes with neutral alternatives**. For example, replacing

gender-specific terms like “-man” with neutral suffixes like “-person” or using alternatives like “-ron” instead of “-er” or “-ess.” This approach aims to remove gender bias from language and promote inclusivity.

2) Another tendency is the **omission of politically incorrect morphemes**, such as removing the morpheme “man” from words like “chairman” to create gender-neutral terms like “chairperson” or “chair.”

3) Additionally, **replacing words containing politically incorrect morphemes with alternative terms** or phrases is common. For instance, substituting “policeman” with the neutral term “police officer” to avoid gender-specific language.

At the **lexical level**, the impact of political correctness is evident through the replacement of certain words or lexemes with others, as well as the formation of new expressions or compound words. This process reflects a conscious effort to promote more inclusive and respectful language use within media discourse. For instance, the substitution of the word “companion” for “spouse” exemplifies the shift towards gender-neutral terminology, while the preference for “low-income” over “poor” demonstrates a move towards less stigmatizing language. Additionally, the formation of phrases or compound words under the influence of political correctness contributes to the proliferation of lexemes that emphasize diversity and inclusivity. Phrases such as “differently abled” or “people of color” exemplify this trend, highlighting a linguistic shift towards more respectful and inclusive language [1].

In English-language media discourse, there is a noticeable tendency to **replace** politically incorrect terms with alternative phrases of various compositions. These replacements often follow specific patterns, including [4]:

- 1) Noun + Noun
- 2) Adjective + Noun
- 3) Adjective + Adjective
- 4) Adverb + Past Participle (Participle II)

This systematic approach to substituting politically incorrect lexemes reflects a conscious effort to use language in a manner that is more inclusive, sensitive, and respectful towards marginalized or discriminated groups. By employing alternative

phrases structured in specific compositions, communicators aim to convey the intended message while avoiding potentially offensive language.

The development tendencies of political correctness are evident not only in the semantic content but also at the syntactic level [27].

One prominent manifestation of political correctness at the syntactic level is the replacement of the pronoun “he” and its derivatives in constructions where the gender of the subject is unspecified or irrelevant. Several strategies are employed to achieve this goal [31]:

- 1) **Multiplication**, wherein the sentence is modified to have the subject expressed in the plural form.
- 2) **Partial multiplication**, where only part of the phrase is altered to plural form.
- 3) **Enumeration**, which involves indicating both possible gender variants within the sentence using options like “he/she,” “she/he,” “he or she,” “(s)he,” or “s/he.”
- 4) **Replacing pronouns** with the neutral option “one” (e.g., “one's”), often used in formal contexts.
- 5) **Substitution of pronouns** with neutral alternatives to replace “he,” including neologisms like “thon,” “ve,” and “co,” as well as the omission of the masculine pronoun [27].

These strategies reflect the evolving efforts to adapt language usage to be more inclusive and sensitive to diverse gender identities. The introduction of new pronouns and the modification of existing linguistic structures demonstrate a conscious effort to address the limitations of traditional language norms in accommodating non-binary and gender non-conforming individuals.

Moreover, the historical context provided regarding the introduction of **neologisms** like “thon” and the feminist influence on language reform highlights the socio-political motivations behind linguistic innovation. It underscores the interconnectedness of language, ideology, and social change, wherein language serves as both a reflection and a tool for shaping societal attitudes and norms [30: 117].

In conclusion, the examination of the development tendencies of political correctness in English-language media discourse reveals a dynamic and evolving landscape characterized by shifting societal attitudes, changing communicative norms, and evolving power dynamics. Through an analysis of historical trajectories and contemporary manifestations, this subsection illuminates the multifaceted nature of political correctness and its complex interplay with media representation, public discourse, and socio-political forces.

1.3. The role of the translator in accounting for political correctness in translation

Within the domain of political correctness, translators play a crucial role in navigating the intricate terrain of language use, power dynamics, and socio-cultural sensitivities. Translators serve as cultural mediators, bridging the gap between source and target languages, and negotiating the nuances of political correctness across different socio-cultural contexts. Moreover, translators must navigate the complexities of power dynamics and ideological biases inherent in both source and target cultures, ensuring that translations reflect an ethical and politically sensitive approach.

The exploration of the **translator's role in navigating political correctness** within translation becomes particularly pertinent in the contemporary era of globalization. As individuals from diverse racial, ethnic, religious, and cultural backgrounds interact more freely, the need for effective mechanisms to address potential conflicts and misunderstandings arising from cultural heterogeneity becomes increasingly urgent. Translation serves as a crucial tool in bridging linguistic and cultural gaps, facilitating effective communication across diverse contexts [16: 101].

In this context, the concept of **translation equivalence** takes on heightened significance, encompassing denotative, connotative, normative, and pragmatic dimensions. Translators are tasked not only with accurately conveying the literal meaning of the source text but also with preserving its cultural nuances and connotations, while ensuring alignment with the socio-cultural norms and sensitivities

of the target audience. Moreover, they must navigate the pragmatic aspects of translation, considering the intended communicative impact and avoiding potential deviations or failures in intercultural communication [16: 101].

L. Venuti advocates for the incorporation of elements reflecting the cultural context of the source text in translations, emphasizing the preservation of cultural authenticity and linguistic nuances. Translators utilize various strategies outlined by different scholars to achieve this goal [38: 24]:

1) **Preservation.** Maintaining cultural terms in the original language when direct equivalents are unavailable in the target language [19: 47].

2) **Borrowing.** Introducing foreign words, either in their original form or adapted to the target language, to convey metalanguage terms or unfamiliar concepts [37: 103].

3) **Cultural equivalence.** Transferring realities from the source text to realities in the target text to ensure cultural accuracy and understanding [36: 6].

4) **Generalization.** Conveying specific cultural terms from the source text using more general terms in the target text [32: 93].

5) **Literal translation (calque).** Directly translating expressions or structures from the source text [34].

6) **Omission.** Skipping over a cultural reality in the source text due to the lack of an equivalent in the target language [20: 47].

7) **Composition.** Utilizing a combination of strategies within a single translated word to effectively convey the intended meaning [33: 91].

8) **Paraphrase.** Restating the source text using different linguistic terms in the target text [32: 89].

9) **Supplementation.** Retaining the cultural context of the source language while adding information or descriptions in the target language [20: 47].

In our opinion, these strategies underscore the dynamic and context-dependent nature of translation, highlighting the translator's role as a mediator between languages and cultures. By employing a range of techniques, translators can effectively navigate the challenges of political correctness and contribute to the faithful representation of

the source text while considering the socio-cultural sensitivities of the target audience. Moreover, these strategies reflect the translator's responsibility to balance fidelity to the original with the need for adaptation and cultural sensitivity, ultimately facilitating cross-cultural understanding and communication.

In the field of translation, I. Korunets and A. Katsev discuss various strategies for translating euphemisms, outlining methods such as **calque**, **generalization**, **modulation**, **descriptive translation**, and **addition**. These methods offer translators a toolkit to navigate the challenges of conveying euphemistic language across different cultural and linguistic contexts [9].

Calque involves a literal translation of foreign elements to create new words or meanings in the target language, while specification involves replacing a broader term in the source language with a narrower term in the target language [6: 39]. **Modulation** entails replacing a source language word or phrase with a target language equivalent whose meaning logically derives from the original [9: 177]. **Descriptive** translation involves replacing a lexical unit with a phrase that provides a more comprehensive explanation of its meaning in the target language [6: 39]. Additionally, the **addition method** involves introducing lexical elements absent in the original to accurately convey the meaning of euphemisms and adhere to linguistic norms in the target language [6: 48].

These methods highlight the complexity of translating euphemisms, requiring translators to carefully consider linguistic nuances, cultural sensitivities, and the intended message of the source text.

In conclusion, the role of the translator in accounting for political correctness in translation is multifaceted and pivotal in ensuring accurate and culturally sensitive communication across languages and cultures. Through an examination of various translation methods, including calque, concretization, modulation, descriptive translation, and addition, translators navigate the complexities of conveying euphemistic language while adhering to linguistic norms and cultural sensitivities.

Understanding the intricacies of media discourse is fundamental in comprehending the dynamics of communication in contemporary society. In this unit, we will consider the main characteristics inherent in media texts, and we will also analyze the structure and stylistic elements inherent in media texts.

Media discourse, as delineated by D. Blakemore, encompasses a broad spectrum of communication modalities, including text, imagery, audio, and visual elements, disseminated across various media platforms like advertising, cinema, television, and the Internet. This holistic definition underscores the profound impact of discourse on societal consciousness and cultural practices. Essentially, media discourse serves as a **multifaceted conduit** through which ideas, ideologies, and representations are conveyed, influencing public perceptions and reinforcing cultural norms. It mirrors the dynamic interaction between media creators, audiences, and socio-cultural contexts, elucidating the intricate relationship between media content and its reception [21: 102-103].

As outlined by M. Shkriblyak, media discourse is a multifaceted form of communication that employs both linguistic and non-linguistic tools to sway its audience. The core characteristics highlighted, including **audience orientation, relevance, expressiveness, argumentation, emphasis on authority, contextuality, genre variety**, and the **use of rhetorical devices**, collectively contribute to the persuasive power of media texts. Through these elements, media discourse not only informs but also shapes public opinion and perceptions [18: 73]. Personally, we find Shkriblyak's delineation insightful, underscoring the complex nature of media communication and its profound impact on society. In essence, understanding the general characteristics of media discourse provides valuable insights into the mechanisms employed by media practitioners to engage and influence their audience.

I. Mykhailyn emphasizes the pivotal role of media in disseminating information, portraying them as powerful tools for communication. He underscores their role in providing widespread access to information while also acknowledging the potential for **influencing public opinion**. Mykhailyn's insights highlight key attributes of media discourse, including its role in delivering timely information, framing events, and

shaping public opinion through rhetorical strategies. This analysis underscores the dual nature of media discourse, serving both as a source of information and a platform for persuasion [11: 4].

An analysis of a specific media text is presented below (see Annex B).

The text provided belongs to the media discourse. The extralingual factors that establish this discourse type include the **presence of photographs**, particularly of **political figures**, as well as the setting of a **formal debate within a legislative body**.

The text belongs to the realm of media and political discourse, as evidenced by several discourse parameters and characteristics. Firstly, it exhibits a formal register and **sophisticated language** typical of public addresses or parliamentary debates. For instance, the use of titles such as “*My Lords*” and “*the noble Baroness*” signifies a formal setting characteristic of parliamentary discourse. Additionally, the structure of the text, with coherent paragraphs and transitions between topics, reflects the organized nature of media communication.

Moreover, the text engages in the discourse of **gratitude** and **acknowledgment**, which is often employed in public speeches or statements. The speaker expresses gratitude towards their colleagues and acknowledges the support received from various entities, such as the officers of the House and the government. This expression of gratitude serves to establish rapport with the audience and convey a sense of humility.

Furthermore, the text reflects the discursive practice of argumentation and persuasion. The speaker presents arguments regarding **economic policies** and **regional concerns**, urging the government to take action. For example, they advocate for support for the legacy of the Commonwealth Games and raise concerns about economic indicators like consumer prices and real earnings. This demonstrates the role of media discourse in influencing public opinion and advocating for specific agendas.

Additionally, the text incorporates **references to external sources and authorities**, such as the Office for Budget Responsibility and the Institute for Fiscal Studies. By invoking these sources, the speaker seeks to lend credibility to their arguments and substantiate their claims, a common practice in media discourse aimed at persuading audiences.

The text is rich in **stylistic characteristics**, employing various tropes and figures of speech to convey its message effectively. One prominent stylistic device evident in the text is metaphor. For instance, the phrase “*swinging out of control*” metaphorically describes the volatility of consumer prices, adding a vivid and expressive dimension to the discourse. Another example is the metaphorical use of “*reset the economy*”, which implies a significant overhaul or restructuring of economic policies.

Additionally, the text incorporates instances of **irony** to underscore certain points. An example can be found in the statement, “*It is worth turning up, if only to feel the embarrassment of my colleagues when one of their number is called 'mature' and 'sensible'—where better to hear it than here, in public and on the record?*” Here, the speaker employs irony to subtly critique the superficiality or insincerity of the accolades bestowed upon their colleagues.

Moreover, the text features **litotes**, a form of understatement, as seen in the phrase “*simply depressing: the fact of the depression of real earnings*”. This understated expression emphasizes the seriousness of the situation regarding real earnings without resorting to hyperbole.

Furthermore, the use of **rhetorical questions** serves to engage the reader and emphasize key points. For example, the question, “*wealth created for whom, in an unequal society, doers with what skills in a competitive world market, and makers of what that people will buy at the right price?*” prompts reflection on the distribution of wealth and skills in society, encouraging critical thought on economic disparities.

The text exhibits a blend of **literary and colloquial vocabularies**, contributing to its stylistic richness. It incorporates proper names, such as “*the noble Baroness, Lady Neville-Rolfe*”, adding a formal tone and specificity to the discourse. Additionally, there's an asyndetic combination of nouns, as seen in “*aspiration, enterprise and growth*”, which enhances the rhythmic flow and emphasizes the enumerated concepts. Subject field terms related to economics, politics, and social issues are prevalent throughout, exemplified by phrases like “*real earnings*”, “*economic science*”, and “*worldwide interdependence*”, reflecting the thematic focus on these domains.

The text also employs **quotations**, such as the reference to the Prime Minister's statement: “*We believe in making it easier for our wealth creators, doers and makers to get things done*”, which lends authority and credibility to the argument presented. Moreover, there are instances of highly literary words, as in “*deliberation*”, “*oikumene*”, and “*interdependence*”, contributing to the formal register of the discourse.

Furthermore, **neologisms** are utilized to convey contemporary concepts, as evidenced by the term “*textspeak*”, reflecting the evolving nature of language in the digital age. Moreover, the use of acronyms like “*OBR*” (Office for Budget Responsibility) and “*IFS*” (Institute for Fiscal Studies) serves to abbreviate complex organizational names for conciseness and ease of reference. Furthermore, the inclusion of items of the national lexicon, like “*Brexit*” and “*Commonwealth Games*”, grounds the discourse in current events and national context.

Thus, the text exemplifies various characteristics of media discourse, including **formal language, expressions of gratitude, argumentation, and appeals to authority**. These elements contribute to the persuasive and informative nature of the discourse, serving to engage and influence the audience. Also, the text exhibits a sophisticated blend of stylistic devices and expressive means, ranging from metaphor and irony to litotes and rhetorical questions. These stylistic elements enhance the clarity and persuasiveness of the discourse, contributing to its effectiveness in conveying the speaker's message and engaging the audience.

In conclusion, the examination of media discourse reveals its multifaceted nature as a dynamic form of communication that employs linguistic and non-linguistic tools to engage and influence its audience. Through characteristics such as audience orientation, relevance, expressiveness, and the use of rhetorical devices, media texts serve as powerful conduits for conveying ideas, ideologies, and representations, ultimately shaping public opinion and reinforcing cultural norms. Understanding these general characteristics provides valuable insights into the mechanisms employed by media practitioners to inform, persuade, and shape societal consciousness.

In this chapter, we explored the theoretical and methodological foundations of the study of political correctness in English-language media discourse. Thanks to the analysis of the concept of political correctness, we gained insight into the complex sociocultural and linguistic dynamics that underlie this phenomenon.

The chapter clarified the **concept of political correctness**, which helped reveal its semantic complexity and multifacetedness. Based on different perspectives, we have outlined the different meanings attributed to political correctness, ranging from a technology of social behavior to an ideological program and a political movement. This comprehensive understanding of the concept provided a solid theoretical foundation for our subsequent analysis.

The trends in the development of political correctness in the English-language **media discourse** were also considered, which emphasized the dynamic nature of this developing phenomenon. Having traced its modern manifestations.

In addition, the **role of the translator** in the rendering of political correctness was considered. By exploring different translation methods, including tracing, refinement, modulation, descriptive translation, and addition, we explored the complexities involved in rendering politically correct language in different cultural and linguistic contexts.

Thus, the theoretical foundations discussed in this chapter provide a comprehensive basis for our further analysis of the rendering of political correctness in English media discourse in the Ukrainian language.

CHAPTER 2

ANALYSIS OF THE PECULIARITIES OF TRANSLATING POLITICAL CORRECTNESS IN ENGLISH MEDIA DISCOURSE

2.1. Comparison of original texts and their translations

In this subsection, we undertake an analysis of the translation process by comparing original texts sourced from the English-language media platform “Ukpol” with translated counterparts in Ukrainian. The selected excerpts, drawn from various political speeches, comments, interviews, and other media appearances, provide rich material for examining the peculiarities of translating political correctness in English media discourse into Ukrainian.

The decision to focus on “Ukpol” as a media source stems from its diverse representation of political figures and events, offering a comprehensive view of language use within the realm of English-language political discourse. By analyzing translations of content from this platform, we aim to uncover the nuances and challenges inherent in conveying political correctness across linguistic and cultural boundaries.

Through a comparative analysis of original text and its translation, we seek to **identify linguistic, cultural, and ideological** shifts that occur during the translation process.

We chose an excerpt from one of the analyzed texts, selected by the continuous sampling method from the media source “Ukpol” and translated it into Ukrainian, since English-language media sources of this type are not presented in a bilingual format (see Annex A).

In analyzing the original text and its translation for the speech on the Inquiry on UK Involvement in Afghanistan, several key observations can be made regarding the translation of politically sensitive language:

“It is clear that our world is getting more dangerous, and global insecurity is increasing.” (see Annex B)

“Зрозуміло, що наш світ стає небезпечнішим, і глобальна небезпека продовжує зростати.”

The translation accurately conveys the message of increasing global insecurity, maintaining the tone and clarity of the original statement.

“More critically, this House of Commons is—let us be honest—not so versed in the details.” (see Annex B)

“Ця палата громад – давайте будемо чесними – не настільки обізнана в деталях.”

The translation effectively captures the nuanced expression “let us be honest” and maintains the tone of frankness in the statement.

“We will become more risk-averse, and we will end up steering clear of overseas engagements and having no appetite to intervene.” (see Annex B)

“Ми станемо більш несхильними до ризику, і в кінцевому підсумку ухилятимемося від закордонних інтервенцій і не матимемо бажання робити це самі.”

The translation accurately conveys the concept of becoming risk-averse and avoiding overseas engagements, maintaining the clarity and coherence of the original statement.

“Our competitors will enjoy our self-inflicted weakness.” (see Annex B)

“Наші конкуренти будуть насолоджуватися нашою власною слабкістю.”

The translation effectively conveys the idea of competitors benefiting from perceived weaknesses, maintaining the directness and impact of the original statement.

“The first rule of war is: know your enemy.” (see Annex B)

“Перше правило війни: знай свого ворога.”

The translation accurately captures the authoritative tone of the statement, preserving the clarity and impact of the original message.

“Had we done our homework, checked the archives and visited that famous Foreign and Commonwealth Office map room, we would have reminded ourselves of what and who we were taking on.” (see Annex B)

“Якби ми виконали домашнє завдання, перевірили архіви та відвідали знаменитий Офіс Міністерства закордонних справ і Співдружності, ми б нагадали собі, з чим і з ким ми беремося.”

The translation accurately conveys the conditional tense and the hypothetical scenario presented in the original text, maintaining the clarity and coherence of the statement.

“We would have been in a better position to advise our allies and offer alternative solutions to courses of action that it was, frankly, a schoolboy error to pursue.” (see Annex B)

“Ми були б у кращому становищі, щоб порадити нашим союзникам і запропонувати альтернативні варіанти дій, які, відверто кажучи, були банальною помилкою.”

The translation effectively conveys the idea of being in a better position to advise allies and provide alternative solutions, while also maintaining the critical tone of the original statement.

“The first rule of war is: know your enemy.” (see Annex B)

“Перше правило війни: знай свого ворога.”

The translation accurately captures the authoritative tone of the statement, preserving the clarity and impact of the original message.

Overall, the translation demonstrates a commendable effort to preserve the nuances, tone, and clarity of the original text while effectively conveying politically sensitive language in Ukrainian. However, further analysis is required to assess how the translation addresses the broader context of political correctness within English media discourse and its implications for cross-cultural communication.

Other examples will be discussed in the following subsection.

2.2. Identification of strategies used by the translator to preserve political correctness

In this subsection, we delve into the analysis of translations from the English-language media platform “Ukpol” to identify strategies employed by translators to preserve political correctness in Ukrainian. 50 sentences were selected from “Ukpol,” representing a diverse range of linguistic and contextual challenges in translating politically sensitive language.

Political correctness encompasses various linguistic strategies aimed at fostering inclusivity, sensitivity, and non-discrimination in communication. At the **morphological level**, one significant aspect of political correctness manifests through the deliberate formation and modification of words to convey respectful and non-discriminatory language practices. This involves the strategic use of prefixes, suffixes, and word forms to mitigate potential offense and promote respectful terminology, particularly concerning marginalized or discriminated groups. By employing morphological alterations, speakers and writers can adapt language to reflect evolving societal norms and promote greater awareness and acceptance of diversity:

*Joel Klein, former Chancellor of the New York City Department of Education, will also be speaking at the conference. Joel is a former adviser to President Bill Clinton. He championed charter schools in his time in office and successfully improved the education of thousands of **underprivileged children** (PR: UCSETSASFSC: URL). – Джоел Кляйн, колишній канцлер Департаменту освіти Нью-Йорка, також виступить на конференції. Джоел — колишній радник президента Білла Клінтона. Під час перебування на посаді він виступав за створення чартерних шкіл і успішно покращив освіту тисячам **незаможних дітей**.*

The translation maintains the euphemistic term “underprivileged children” by rendering it as “незаможних дітей,” which directly translates to “underprivileged children” in Ukrainian.

The use of the **prefix “under-” conveys” the idea of being beneath or below the privileged or advantaged position.** The term "underprivileged" is a politically correct way to refer to individuals who lack the advantages or opportunities enjoyed by others in society.

Up to £50m of the £1.25bn will be used to support a Summer School programme to help the most disadvantaged pupils make the move from essential to auxiliary school (PR: DSCTBFBF: URL). – До 50 мільйонів фунтів стерлінгів із 1,25 мільярда фунтів стерлінгів буде використано на підтримку програми літньої школи, щоб допомогти особливим учням перейти з основної школи у допоміжну.

The term “disadvantaged pupils” is translated as “особливі учні” in Ukrainian. This translation represents a form of descriptive translation, where the meaning of the original term is expanded or clarified in the target language. Instead of directly translating “disadvantaged” (which may sound too direct or stigmatizing in Ukrainian), the translation provides additional context by using the term “особливі” (special or unique) to convey the idea of these pupils having specific needs or circumstances. Here, the superlative form "most" is used to emphasize the extreme level of disadvantage experienced by these students.

The term “disadvantaged” itself conveys the idea of being at a disadvantage or facing obstacles, and the **prefix “dis-” denotes negation or reversal, indicating the absence or lack of privilege or advantage.**

*That also goes for the renters reform Bill, which must, as my hon. Friend the Member for Brentford and Isleworth (Ruth Cadbury) said, deal with the appalling standards in many private rented homes up and down this country. Government approaches such as the room charge, which constrained numerous individuals out of the secure social domestic that they had lived in for numerous a long time, near to companions, family and children’s schools, and into private, leased, regularly packed and **substandard accommodation** (SOSHABS: URL)... – Це також стосується законопроекту про реформу орендарів, який, як мій шановний, повинен. Член від Brentforda та Айлворта (Рут Кедбері) сказала, що треба мати справу з*

жахливими стандартами в багатьох приватних орендованих будинках у цій країні. Урядові підходи, такі як плата за кімнату, яка змушувала багатьох людей виїжджати із безпечного соціального будинку, в якому вони жили протягом тривалого часу, поблизу друзів, родини та дитячих шкіл в приватне, орендоване приміщення із задовільними житловими умовами...

The euphemism “substandard accommodation” is translated as “приватне, орендоване приміщення із задовільними житловими умовами” (private, leased premises with satisfactory living conditions). The transformation used here is a form of addition, where additional descriptive terms are introduced to soften the negative connotations of “substandard accommodation.”

In this phrase, the term “substandard” serves as a euphemism to describe housing that does not meet acceptable quality or safety standards. **The prefix “sub”-** means below or beneath, **indicating that the accommodation falls short of the expected or desirable level.** By using the term “substandard” instead of more negative descriptors like “poor” or “unacceptable,” the speaker or writer employs a softer and more politically correct language to address the issue of inadequate housing conditions. This choice of wording aims to maintain respect for individuals living in such accommodations while still acknowledging the need for improvement. Overall, the use of the prefix “sub-” in “substandard” reflects the effort to convey sensitivity and avoid stigmatizing language when discussing housing quality.

*Correct, thank you, he was standing in Stoke Poges my friends there may be **underprivileged parts of this country** but stoke poges is not now among them. In fact it was only recently determined by the Daily Telegraph and if you can't believe that, what can you believe my friends to be the 8th richest village in England. ... Stoke Poges may still of course have its problems but they are the overwhelmingly caused the sheer lust of other people to live in or near Stoke Poges (STCPC: URL) – Правильно, дякую, він стояв у Сток-Погес, можливо, у цій країні є **незможні райони**, але Сток-Погес зараз не серед них. Насправді це лише нещодавно було визначено Daily Telegraph, і якщо ви не можете в це повірити, чому ви можете повірити, мої друзі, що це 8-е найбагатше село в Англії. ... Звичайно, у Сток-Погес все ще*

можуть бути свої проблеми, але вони переважно спричинені чистим бажанням інших людей жити в Сток-Погесі або поблизу нього

The translation maintains the euphemistic term “underprivileged parts of this country” by rendering it as “незаможні райони,” which directly translates to “underprivileged areas” in Ukrainian. The translations employ equivalency transformations, ensuring that the euphemistic language is accurately conveyed without altering its intended meaning. This approach allows for the effective communication of sensitive topics while maintaining linguistic integrity and cultural sensitivity in the target language.

As in the previous instances, the term “underprivileged” is used to describe certain regions lacking in resources or opportunities compared to others. **The prefix “under-” indicates a position of disadvantage.**

Overall, these examples demonstrate how the use of prefixes, suffixes, and word forms contributes to the reflection of political correctness in language, particularly in reference to marginalized or disadvantaged groups. Through careful linguistic choices, such as the use of specific prefixes and word forms, communicators aim to convey respect and sensitivity towards these groups while addressing societal issues.

At the **lexical level**, political correctness influences the choice of vocabulary and terminology employed in communication, particularly within media discourse. This influence extends to the selection of words and phrases that aim to avoid stereotypes, derogatory connotations, and offensive language, with the overarching goal of promoting inclusivity, sensitivity, and respect for diverse identities and experiences:

*That is why the next Labour Government would do things **differently** (SOTHACLB: URL). – Ось чому наступний лейбористський уряд діятиме **інакше**.*

*Labour would do things **differently** way since we know genuine development comes from working individuals and businesses (COCPС: URL) – Лейбористи вчинили б **по-іншому**, оскільки ми знаємо, що справжній розвиток походить від працюючих людей і компаній*

Lexeme like “differently” is often employed to soften the impact of change or to present alternative actions in a more diplomatic or socially acceptable manner. The translation “інакше” corresponds to the original term “differently” in terms of meaning, conveying the idea of doing things in a manner that is not the same as before or in contrast to a previous approach. This translation aligns with the concept of equivalency, as it accurately captures the semantic essence of the original term without significant alteration. The term “differently” functions as **a phrase that avoid stereotypes, derogatory connotations, and offensive language** in the original context by softening the expression of change or deviation from the previous approach. It implies a shift in actions or strategies without explicitly stating any negative connotations associated with the previous methods. In the Ukrainian translation “інакше,” the euphemistic nature is preserved, as it also conveys the idea of a different approach without introducing any negative or direct language.

*The primary ever uncommon and **alternative** arrangement free schools have been affirmed to open from September 2012 (PR: FSAAPFSGTGL: URL). – Було підтверджено, що початкові особливі та **альтернативні** безкоштовні школи відкриються з вересня 2012 року.*

In the context of education, the term “alternative” is chosen to describe schools that offer different or specialized programs, without implying inferiority or deviance. By using “alternative”, the speaker acknowledges the diversity of educational options available and **avoids labeling certain schools as unconventional or abnormal**. This choice promotes inclusivity and recognizes the value of different educational approaches.

Overall, the translation utilizes the calque transformation to maintain the euphemistic nature of the term “alternative,” effectively conveying the intended meaning of providing non-traditional educational options while avoiding explicit language that might suggest deviation from the norm.

*They know only too well that freedom is not free. In the lifetime of their most **senior citizens**, they have lost their freedom and recovered it twice already (SOSFU:*

URL). – Вони дуже добре знають, що свобода не є безкоштовною. За життя людей похилого віку вони втрачали свободу і вже двічі її повертали.

The original phrase “senior citizens” is translated into Ukrainian as “людей похилого віку,” which is a descriptive translation. The translator opted for a straightforward and equivalent approach to convey the meaning of “senior citizens” in Ukrainian. This transformation involves directly translating the term without introducing any euphemistic substitutions. In these examples, the translators chose to employ an equivalent translation strategy to convey the meaning of “senior citizens” in Ukrainian, preserving the euphemistic nature of the original term while ensuring clarity and sensitivity in communication. This approach aligns with the goal of maintaining respectful language and inclusivity when referring to older individuals.

This term is deliberately selected to refer to older individuals in a respectful and dignified manner. Unlike potentially disrespectful alternatives like “old folks” or “elderly”, “senior citizens” recognizes the contributions and experiences of older people without resorting to ageist language. By using this term, the speaker demonstrates sensitivity to the needs and identities of older individuals and **avoids perpetuating stereotypes about aging.**

This is about helping young people with complex needs learn the skills they need for the workplace within a real job situation (PR: HYPWSNIWTNSI: URL). – Йдеться про те, щоб допомогти молодим людям з особливими потребами набутти навичок, необхідних для роботи, у реальній робочій ситуації.

“People with complex needs” is translated into Ukrainian as “люди з особливими потребами,” maintaining the euphemistic nature of the term. The Ukrainian equivalent translation preserves the euphemistic nature of the term “people with complex needs” by using a respectful and inclusive expression to describe individuals with diverse requirements.

This phrase is chosen to describe individuals who require additional support or accommodations without reducing them to a single characteristic or condition. Instead of using potentially stigmatizing terms like “disabled” or “handicapped”, “people with complex needs” acknowledges the multifaceted nature of individuals' challenges and

emphasizes their dignity and autonomy. **This choice reflects a commitment to inclusive language and avoids reducing individuals to their disabilities or conditions.**

*The success of the operation to release people from Russian captivity was facilitated by the active **involvement** of international partners of Ukraine (PR: TSOTOTRPFRCWFBTAIOIPOU: URL). – Успіху операції зі звільнення людей з російського полону сприяла активна **залученість** міжнародних партнерів України.*

*Statement on Russian **Involvement** in Ukrainian (SORIUP: URL). – Заява про **втручання** росії в Україну.*

In these examples, the euphemism “involvement” is translated into Ukrainian in various ways. In all three translations, the euphemistic nature of the term “involvement” is preserved. The literal translations use neutral terms such as “залученість” (involvement), “втручання” (involvement) to convey the idea of participation or engagement without implying any negative connotations. Euphemisms like “involvement” are often used in diplomatic or formal contexts to describe participation or actions without explicitly stating the nature or extent of the involvement. The translations maintain this diplomatic tone and avoid potentially inflammatory language while conveying the concept of participation or engagement in different situations. **This choice promotes fairness and objectivity in discussing complex issues and encourages constructive dialogue without resorting to accusatory language.**

*President Biden’s plan will make the wealthiest Americans and largest corporations pay their fair share, including through a new Billionaires’ **Minimum Income Tax** (TBIP: LCALTD: URL). – План президента Байдена змусить найбагатших американців і найбільші корпорації платити справедливу частку, зокрема через новий податок на **мінімальний прибуток** мільярдерів.*

Euphemisms like “lower middle-income nations” are often used in political discourse to discuss sensitive topics such as economic disparities without employing stigmatizing language. By using euphemisms, speakers can convey information in a

more diplomatic manner, avoiding potential offense or controversy. By framing the concept in terms of ensuring a fair share for all individuals, the speaker emphasizes principles of social justice and equality. This choice **avoids divisive language and promotes a constructive discussion about addressing income inequality**. In this context, the usage of an equivalent translation in the Ukrainian translation serves the purpose of maintaining a neutral and respectful tone while communicating the economic status of the nations in question.

Overall, the lexical choices in these examples exemplify the use of language that promotes inclusivity, sensitivity, and respect for diverse identities and experiences. By selecting words and phrases that **avoid stereotypes, derogatory connotations, and offensive language**, the speakers demonstrate a commitment to political correctness in media discourse. This approach not only fosters a more inclusive and respectful communication environment but also contributes to greater understanding and empathy among audiences.

Political correctness encompasses various linguistic phenomena that aim to promote inclusivity, respect, and sensitivity in communication. While often discussed in the context of lexical choices and morphological adaptations, it is equally significant to examine how political correctness manifests at the **syntactic level** of language use. Syntactic structures, sentence constructions, and grammatical choices play a crucial role in shaping the tone, inclusivity, and cultural sensitivity of communication, especially within media discourse

It is critical that our COP26, G7 and Security Board chairpersonships grasp our principal values of democracy, the rule of law, human rights, fair trade and our environment (SOGB: URL). – Надзвичайно важливо, щоб голови наших COP26, G7 і Ради з питань безпеки розуміли основні цінності демократії, верховенства права, прав людини, справедливої торгівлі та навколишнього середовища.

In this example, the translator utilizes equivalent translation by directly translating “chairperson” as “головою”. This choice maintains the euphemistic nature of the term, as “голова” is a respectful and gender-neutral title that conveys authority

and leadership without using gender-specific language. The **gender-neutral** language remains intact in the translation, serving the purpose of providing a respectful and inclusive alternative to gender-specific terms like “chairman”.

In the original English texts, the lexeme “businessperson” is used to refer to an individual involved in business or entrepreneurship, regardless of their gender. It is a **gender-neutral** alternative to the more traditional term “businessman,” which may carry connotations of gender bias or exclusivity. The use of “businessperson” aligns with efforts to promote inclusivity and gender equality in language. For example:

*It’s a really distinctive circumstance, but in a few ways the shortcomings you saw of him as a **businessperson** – although he’s known for *The Art of the Deal* – have come to be appeared within the administration (DTSTTWHC: URL). – Це справді відмінна обставина, але декількома способами недоліки, які ви бачили в ньому як **діловій людині** – хоча він відомий завдяки “Мистецтву угод” – проявилися ще в адміністрації.*

Overall, in the analyzed translation, the **gender-neutral** lexeme “businessperson” is rendered without maintaining its gender-neutral nature. Instead, it is typically translated as “ділова людина,” which is a neutral term in Ukrainian, thereby managing to fully preserve the inclusiveness intended by the original euphemism. The translations predominantly utilize equivalence, calque, descriptive translation, and generalization as translation transformations, and they effectively retain the euphemistic nature of the term “businessperson” in Ukrainian.

*The travel industry also has a role to play. With the help of Virgin Atlantic and Thomas Cook, we have developed a human trafficking training package for **flight attendants**, who will be more empowered to report unusual behaviour and I would strongly encourage others in the travel industry to follow the excellent example set by these two companies (SOMS: URL). – Індустрія подорожей також відіграє свою роль. За допомогою компаній “Virgin Atlantic” і “Thomas Cook” ми розробили навчальний пакет щодо торгівлі людьми для **бортпровідників**, які матимуть більше можливостей повідомляти про незвичайну поведінку, і я б наполегливо*

закликав інших у туристичній індустрії наслідувати чудовий приклад цих двох компаній.

In the given example, the **gender-neutral** lexeme “flight attendants” refers to the personnel responsible for ensuring the safety and comfort of passengers during a flight. This term is commonly used as a euphemistic alternative to the previously used term “stewardesses” or “air hostesses,” which may carry connotations of gender bias or outdated stereotypes.

The translation of “flight attendants” into Ukrainian as “бортпровідники” preserves the the **gender-neutral nature** of the term. The use of “бортпровідники” in Ukrainian is a equivalent translation that accurately conveys the role and responsibilities of individuals in the airline industry without employing gender-specific language or potentially outdated terms. This translation strategy aligns with the intention to maintain political correctness and promote gender inclusivity, which are key aspects of euphemistic language use.

Police officers come to the aid of people during the shelling, provide evacuation, help deliver humanitarian goods (PR: ПОУСТРООТРАПСА: URL). – Поліцейські приходять на допомогу людям під час обстрілів, забезпечують евакуацію, допомагають доставити гуманітарні вантажі.

In the provided example, the **gender-neutral** lexeme “police officers” is translated into Ukrainian as “поліцейські.” This translation preserves the euphemistic nature of the term, as “поліцейські” is a respectful and commonly used term to refer to law enforcement personnel in Ukrainian.

The translation retains the euphemistic nature of the term “police officers” by using the respectful and neutral term “поліцейські.” The **gender-neutral** lexemes are often employed in language to mitigate potentially negative connotations or associations, and “поліцейські” serves this purpose effectively by maintaining a respectful tone when referring to law enforcement personnel. The use of “поліцейські” in the translation reflects cultural sensitivity and linguistic norms in Ukrainian discourse. This term is widely accepted and commonly used in Ukrainian society to

refer to police officers, aligning with the cultural expectations of respectful and appropriate language use.

Overall, the translation transformation of “police officers” into “полицейські” exemplifies the use of equivalent strategy, ensuring the preservation of the gender-neutral nature of the term while maintaining cultural and linguistic appropriateness in Ukrainian discourse.

My Lords, I have been immensely grateful for the incitement and companionship I have found in your Lordships’ House as a Part for the final 12 a long time, not slightest within the final three or four addresses this evening on this colossally complex subject (VSITHOLLBOB: URL). – Шановні колеги, я був безмежно вдячний за підбадьорення та товариство, яке я знайшов у Палаті вашої світлості протягом останніх 12 останніх 12 років, ані найменшого в останніх трьох чи чотирьох виступах цього вечора на цю колосально складну тему.

In the original text, **sensitive term** “My Lords” is a respectful form of address used in the British Parliament to refer to members of the House of Lords. It carries a formal and deferential tone, acknowledging the status and authority of the addressed individuals.

In the translation, the term “My Lords” is rendered as “Шановні колеги” (Honorable colleagues), which is a more **neutral and inclusive** form of address. This transformation can be classified as a modulation, where the original term is replaced with a more culturally appropriate and equivalent expression in the target language to maintain the respectful tone while adapting to the linguistic and cultural context of the target audience.

The choice to use “Шановні колеги” in the translation retains the respectful and formal tone of the original address while aligning with the conventions of address in the Ukrainian context. Despite the change in wording, the translated phrase still serves the same function as a respectful form of address, maintaining the overall politeness and deference conveyed by the original term “My Lords.”

Overall, these examples demonstrate **how syntactic choices contribute to promoting gender neutrality, inclusivity, and cultural sensitivity** within language

use, particularly in media discourse. By adopting such language practices, communicators strive to create a more equitable and respectful communication environment.

In conclusion, the analysis of translation strategies used to preserve political correctness (see Annex B) reveals a diversified approach, with equivalent being the most prevalent strategy at 50%. Calque, descriptive translation, generalization, and modulation also contribute significantly to the nuanced adaptation of the source text, with addition being a less prominent strategy (see Fig. 2.1).

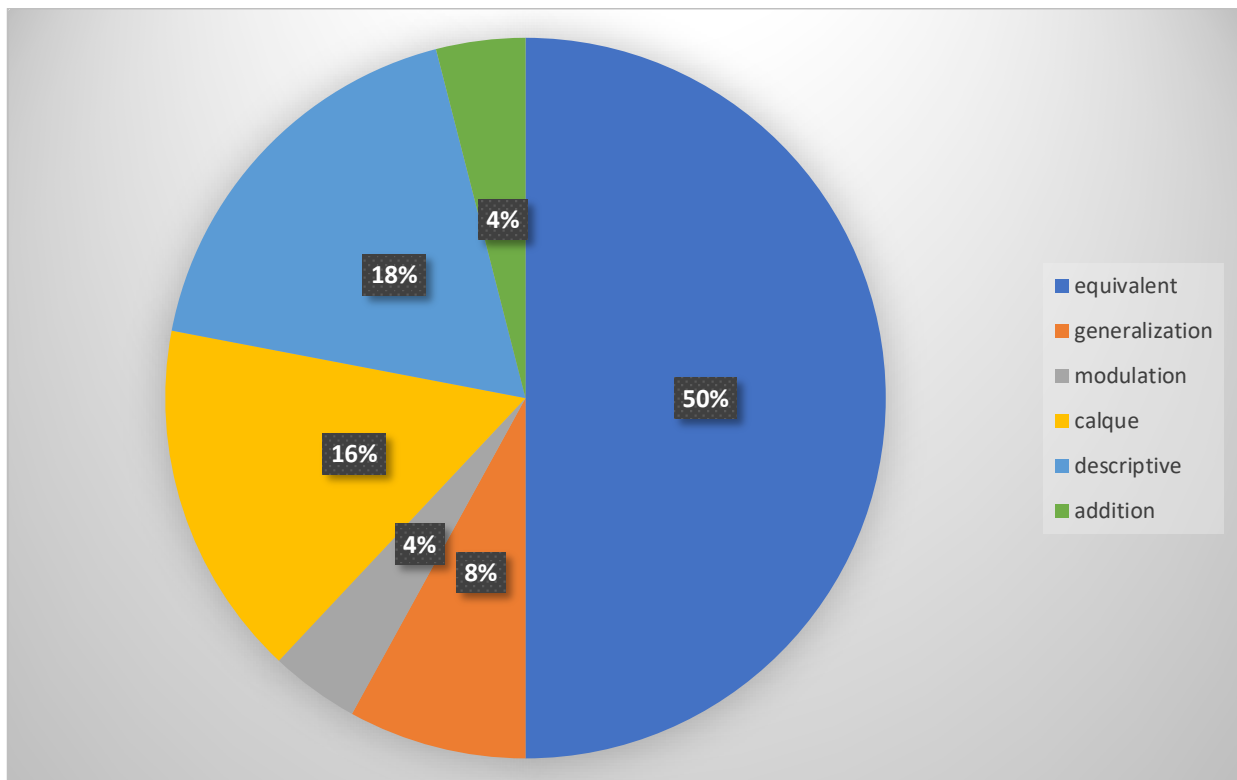


Figure 2.1. Strategies used by the translator to preserve political correctness

Overall, the translator's thoughtful selection and application of these strategies ensure that the translated content maintains its diplomatic tone and adherence to political correctness, effectively conveying the intended message while respecting cultural sensitivities.

It is necessary to mention the importance of identifying the problems that translators face when translating politically correct content from English to Ukrainian. In addition, we explore strategies to effectively overcome these challenges.

One of the main problems in translating politically correct content is navigating cultural nuances and delicacy. Language expressions and euphemisms used in English may not always have direct counterparts in Ukrainian, which requires translators to carefully study the cultural context and social norms of the target audience. For example, expressions related to gender, race, or ethnicity can have different connotations in different cultural contexts, creating challenges for maintaining a desired level of political correctness.

Translators must conduct thorough research into the cultural background and societal norms of both the source and target languages. This involves consulting a variety of sources, including native speakers, cultural scholars, and relevant literature, to ensure accurate representation and appropriate adaptation of politically correct language.

Another difficulty arises due to language restrictions, when certain linguistic features or structures of the English language may not have direct equivalents in Ukrainian. This is especially evident when translating euphemistic expressions, where subtle linguistic nuances can be lost or altered in the translation process, affecting the overall tone and politeness of the content.

Translators can use various linguistic strategies such as paraphrasing, modulation or descriptive translation to convey the intended meaning while maintaining political correctness. Additionally, creating glossaries or terminological databases for politically correct language can help maintain consistency and accuracy in translations.

Political discourse often involves complex ideas, ideologies, and rhetorical devices that pose challenges for translators. Translating politically correct content requires not only linguistic knowledge, but also a deep understanding of socio-political issues and cultural sensitivity, especially in contexts where certain terms or expressions may have political implications.

Translators must participate in ongoing professional development and stay abreast of current socio-political events and discourse. Working with experts or

consultants can provide valuable information and ensure accurate translation of politically correct content.

Maintaining neutrality and diplomacy while maintaining political correctness is crucial in translation. Translators must walk a fine line between accurately conveying a message and avoiding bias or offensive language, especially in politically sensitive contexts.

Translators should adopt a neutral and unbiased tone in their translations, focusing on conveying the intended message and avoiding personal biases or subjective interpretations. Reviewing and editing translations with a focus on clarity, neutrality, and cultural relevance can help ensure that the translated content maintains a diplomatic tone and adheres to political correctness.

Thus, in Section 2, the peculiarities of the rendering of political correctness in the field of English media discourse were analyzed. Through comprehensive research, the strategies translators use to maintain political correctness and the challenges they face, along with strategies to overcome them, have been identified. Examining the challenges of translating politically correct content revealed challenges related to cultural nuances, language limitations, the complexity of political discourse, and the imperative of neutrality and diplomacy. By exploring difficulties, and solutions, this chapter contributes to a deeper understanding of the complexities involved in the translation process and provides valuable information for translators and researchers seeking to strike a balance between linguistic accuracy and the political sensitivity of translation.

CONCLUSIONS

The term paper explored the subtleties and challenges associated with the translation of politically correct content from English to Ukrainian in the context of media discourse.

The study emphasizes the importance of understanding the concept of political correctness and its various dimensions. It turned out that political correctness is a multifaceted phenomenon, covering linguistic, social and cultural aspects, which requires a detailed understanding by translators in order to effectively convey its implications in translation.

Through this research, the concept of political correctness within the context of language use and social dynamics has been elucidated. Political correctness is revealed as a multifaceted phenomenon encompassing linguistic, cultural, and socio-political dimensions. It serves as a mechanism for mitigating discriminatory language and promoting inclusivity in discourse, reflecting evolving societal norms and values.

An examination of cultural, political, and societal factors has underscored their profound influence on the manifestation of political correctness in media communication. The analysis reveals how cultural norms, political ideologies, and societal dynamics shape the adoption and adaptation of politically correct language in the media, reflecting broader socio-cultural trends and power dynamics.

The study has illuminated the pivotal role of translators in mediating political correctness between source and target languages. Translators act as cultural mediators, navigating linguistic and cultural nuances to ensure the accurate and culturally sensitive translation of politically correct content. Their role extends beyond linguistic proficiency to encompass a deep understanding of socio-political contexts and the ability to navigate complex ideological landscapes.

The exploration of translation strategies employed to maintain political correctness in the target language has provided valuable insights into the complexities of the translation process. Equivalent, calque, descriptive translation, generalization,

modulation, and addition emerge as key strategies used by translators to navigate linguistic and cultural barriers while preserving political correctness.

Among the identified strategies, equivalence represents the most prevalent method, constituting 50% of the analyzed translations. This approach ensures that the semantic essence of the original text is accurately conveyed in the target language, allowing for effective communication while preserving political correctness.

Furthermore, the utilization of calque and descriptive translation strategies, comprising 16% and 18% respectively, highlights the importance of maintaining fidelity to the original text while accommodating linguistic and cultural nuances in the target language. Calque involves a literal translation of terms or expressions, while descriptive translation provides a comprehensive explanation or definition of the original meaning. These strategies contribute to the preservation of political correctness by ensuring clarity and accuracy in conveying sensitive or nuanced concepts across languages. Overall, the combination of these strategies reflects the translator's commitment to upholding political correctness while facilitating cross-cultural communication.

The identification of challenges faced by translators in accurately translating political correctness has shed light on the multifaceted nature of the translation task. Cultural nuances, linguistic constraints, the complexity of political discourse, and the imperative to maintain neutrality and diplomacy pose significant challenges. However, through strategic approaches such as thorough research, linguistic adaptation, and collaboration, translators can overcome these challenges and ensure accurate and culturally appropriate translations of politically correct content.

In conclusion, this study provides a comprehensive understanding of the specifics of the translation of political correctness in English-language media discourse into Ukrainian.

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ANNEXES

ANNEX A

Speech on the Inquiry on UK Involvement in Afghanistan

It is clear that our world is getting more dangerous, and global insecurity is increasing. Our decision to leave Afghanistan added to that. If we have any aspiration, as spelled out in the integrated review, to be a problem-solving, burden-sharing nation, we need to understand how the most powerful military alliance ever formed could not complete its mission after 20 years. If we do not analyse, appreciate and learn from our mistakes, we are likely to repeat them. More critically, this House of Commons is—let us be honest—not so versed in the details, and it will have no confidence in voting to send our troops into harm’s way, fearful of a similar outcome. We will become more risk-averse, and we will end up steering clear of overseas engagements and having no appetite to intervene. Our competitors will enjoy our self-inflicted weakness.

The first rule of war is: know your enemy. That is a prerequisite for any engagement. On my various visits to Afghanistan over a decade, I was always taken aback by the limits of international forces’ local understanding. Yes, they knew their local mission, but how that fitted into the higher commander’s intent was not clear. There seemed to be a national plan to kill the enemy, but that did not knit together with any form of strategy relating to governance, or development programmes outside Kabul. Had we done our homework, checked the archives and visited that famous Foreign and Commonwealth Office map room, we would have reminded ourselves of what and who we were taking on. We would have been in a better position to advise our allies and offer alternative solutions to courses of action that it was, frankly, a schoolboy error to pursue.

Промова щодо участі Великобританії в Афганістані

Зрозуміло, що наш світ стає небезпечнішим, і глобальна небезпека продовжує зростати. До цього фактору додалося наше рішення покинути Афганістан. Якщо ми маємо хоч якесь прагнення, як зазначено в інтегрованому огляді, бути нацією, яка здатна вирішувати проблеми та розподіляти навантаження, нам потрібно зрозуміти, чому найпотужніший військовий альянс, який будь-коли створювався, не зміг завершити свою місію через 20 років. Якщо ми не аналізуємо, не цінуємо і не навчаємося на своїх помилках, ми, ймовірно, повторимо їх. Ще важливіше те, що ця палата громад – давайте будемо чесними – не настільки обізнана в деталях, і вона не буде впевнено голосувати за те, щоб відправити наші війська в небезпечне місце, побоюючись такого ж результату. Ми станемо більш несхильними до ризику, і в кінцевому підсумку ухилятимемося від закордонних інтервенцій і не матимемо бажання робити це самі. Наші конкуренти будуть насолоджуватися нашою власною слабкістю.

Перше правило війни: знай свого ворога. Це обов'язкова умова будь-якої участі. Під час різноманітних візитів до Афганістану протягом десяти років я завжди був здивований недостатністю місцевого розуміння міжнародними силами. Так, вони знали свою місцеву місію, але як це вписувалося в наміри вищого командира, було незрозуміло. Здавалося, існував національний план знищення ворога, але він не поєднувався з жодною формою стратегії, пов'язаної з управлінням чи програмами розвитку за межами Кабула. Якби ми виконали домашнє завдання, перевірили архіви та відвідали знаменитий Офіс Міністерства закордонних справ і Співдружності, ми б нагадали собі, з чим і з ким ми беремося. Ми були б у кращому становищі, щоб порадити нашим союзникам і запропонувати альтернативні варіанти дій, які, відверто кажучи, були банальною помилкою.

David Urquhart – 2022 Valedictory Speech in the House of Lords (Lord Bishop of Birmingham)

My Lords, I have been immensely grateful for the stimulation and companionship I have found in your Lordships' House as a Member for the last 12 years, not least in the last three or four speeches this afternoon on this immensely complex subject. It is worth turning up, if only to feel the embarrassment of my colleagues when one of their number is called "mature" and "sensible"—where better to hear it than here, in public and on the record?—and to be with the Minister, the noble Baroness, Lady Neville-Rolfe, with whom I share a long business background, although not necessarily in the same sector. I am particularly grateful to have been Convenor of this Bench for some years and to have been able to relate to the usual channels in the House informally. I am very grateful to those here who have accepted my presence at certain moments, whether they were to do with Brexit, the pandemic and the hybrid House, or even the late Queen's funeral.

This is an opportunity just to say thank you to the officers of the House for the remarkable support that we received from them—in recent weeks, as it happened, day and night. I wish my successor as convenor of these Benches, my right reverend friend the Lord Bishop of St Albans, every success and the same wonderful co-operation and fulfilment.

For me the context of this deliberation on the economy and of many other debates in this House has been the vibrant and exciting life of the West Midlands, especially Birmingham, where we have recently enjoyed a financially as well as a socially and culturally successful Commonwealth Games. The first of my asks today is to ask the Government to be generous in supporting the legacy of this remarkable effort, and to do so much quicker than was mentioned earlier in this Chamber in response to a Question on the Olympic Games.

None the less, the numbers provided by economic science, checked, as they should be, by the Office for Budget Responsibility, the Institute for Fiscal Studies and, if you like, a charitable organisation called Full Fact, are either swinging out of control—consumer prices have already been mentioned in detail—or simply depressing: the fact of the depression of real earnings.

The theoretical or political points that arise—they will be made many times this afternoon—are puzzling and confusing to people in the regions who run their own economic life, I dare to say, with intelligence and wisdom, if not always rationally, but knowing the cost of food, housing, heating, clothing and holidays and how much money they have available to bring them into their charge.

I was glad to see the governing party described by the Prime Minister, after the Chancellor's Statement, as one of "aspiration, enterprise and growth". I like that phrase because it describes exactly what I have been trying to do in the Church for the last 40 years. The Prime Minister is quoted as saying:

"We believe in making it easier for our wealth creators, doers and makers to get things done" to reset the economy and not manage decline. Again, those are very agreeable aims for the Church. However, will the Government answer the difficult questions faced by all of us: wealth created for whom, in an unequal society, doers with what skills in a competitive world market, and makers of what that people will buy at the right price?

I hope that Ministers in the years ahead, as well as in the months and even weeks ahead, will think clearly about how to articulate the principles behind these numbers and behind the very important points which have been made already this afternoon—clear principles in a complex scene. This is my last chance to mention two or three that matter to me: transparent measurements of success and failure, because we are allowed to fail but need to measure them transparently; a bigger picture of worldwide interdependence—we have mentioned the war but I mean the whole oikumene of the world—and longer-term cycles to achieve real change. These can be framed in a way to strengthen and be supported by local households, businesses and local authorities: discipline, development, distribution and devolution.

I see that I have overrun my time but I will finish by saying that this last point, devolution of power and influence, is very close to my heart. The new investment zones are welcome, as are the infrastructure projects listed, which in our own region are led by Andy Street, the West Midlands mayor. We will do well, but I ask the Government to go further and to make local influence part of an equal partnership, putting responsibility and resources where they belong in the local regions.

As a former Member of this House, Rabbi Jonathan Sacks, would remind us, to make a better world for all we need both market and state, but neither of those can provide the values on which they are to be built. Perhaps we should return to the prophet Micah as we continue this debate and remember that we are all called to do justice, love kindness and walk humbly with our God.

ANNEX C

<i>Example</i>	<i>Translation</i>	<i>Transformation</i>
<i>Although Carter had hoped to appoint his wife as chairperson, he could not officially do so (MC: URL)</i>	<i>Хоча Картер сподівався призначити свою дружину головою, він не міг офіційно зробити це</i>	equivalent
<i>The Chairpersons of both Houses of the Irish Parliament were in the capital. We had very meaningful talks with them. – У столиці перебували голови обох палат ірландського парламенту (SOTSIU: URL)</i>	<i>У столиці перебували голови обох палат ірландського парламенту. Ми мали з ними дуже змістовні розмови</i>	equivalent
<i>It is critical that our COP26, G7 and Security Board chairpersonships grasp our principal values of democracy, the rule of law, human rights, fair trade and our environment (SOGB: URL)</i>	<i>Надзвичайно важливо, щоб голови наших COP26, G7 і Ради з питань безпеки розуміли основні цінності демократії, верховенства права, прав людини, справедливої торгівлі та навколишнього середовища</i>	equivalent
<i>And, you know, generally, I figure, there's never truly been a businessperson chosen president. And I was able to see that, Klaus, as a businessperson (AATWEF: URL)</i>	<i>І, знаєте, загалом, як я думаю, президентом ніколи не обирали справжньої ділової людини. І я міг це побачити, Клаус, як ділова людина</i>	generalization
<i>I'm truly not astounded at what happened so distant since, as a businessperson, he was effective, but he was too fantastically unsuccessful on numerous events since he didn't tune in to counsel that turned out to be rectify (DTSTTWHC: URL)</i>	<i>Я справді не здивований тим, що сталося так далеко, оскільки, як ділова людина, він був ефективним, але він був надто фантастично невдалим на багатьох подіях, оскільки він не налаштувався на раду, яка виявилася виправданою</i>	generalization

<p><i>It's a really distinctive circumstance, but in a few ways the shortcomings you saw of him as a businessperson – although he's known for <i>The Art of the Deal</i> – have come to be appeared within the administration DTSTTWHC: URL)</i></p>	<p><i>Це справді відмінна обставина, але декількома способами недоліки, які ви бачили в ньому як діловій людині – хоча він відомий завдяки “Мистецтву угод” – проявилися ще в адміністрації</i></p>	<p>generalization</p>
<p><i>So, but, Michael, given that, the – and, once more, comparing it back to drawing closer things as a businessperson versus as a political leader DTSTTWHC: URL)</i></p>	<p><i>Так, але, Майкле, враховуючи це, – і, ще раз, порівнюючи це з прирівнюванням ділової людини до політичного лідера</i></p>	<p>generalization</p>
<p><i>The travel industry also has a role to play. With the help of Virgin Atlantic and Thomas Cook, we have developed a human trafficking training package for flight attendants, who will be more empowered to report unusual behaviour and I would strongly encourage others in the travel industry to follow the excellent example set by these two companies SOMS: URL)</i></p>	<p><i>Індустрія подорожей також відіграє свою роль. За допомогою компаній “Virgin Atlantic” і “Thomas Cook” ми розробили навчальний пакет щодо торгівлі людьми для бортпровідників, які матимуть більше можливостей повідомляти про незвичайну поведінку, і я б наполегливо закликав інших у туристичній індустрії наслідувати чудовий приклад цих двох компаній</i></p>	<p>equivalent</p>
<p><i>President of Ukraine congratulated the police officers on their professional holiday and presented state awards PR: ПОУСТРООТФНAPSA: URL)</i></p>	<p><i>Президент України привітав поліцейських з професійним святом та вручив державні нагороди</i></p>	<p>equivalent</p>
<p><i>Police officers come to the aid of people during the shelling, provide evacuation, help deliver humanitarian goods PR: ПОУСТРООТФНAPSA: URL)</i></p>	<p><i>Поліцейські приходять на допомогу людям під час обстрілів, забезпечують евакуацію, допомагають доставити</i></p>	<p>equivalent</p>

	гуманітарні вантажі	
<i>My Lords, I have been immensely grateful for the incitement and companionship I have found in your Lordships' House as a Part for the final 12 a long time, not slightest within the final three or four addresses this evening on this colossally complex subject (VSITHOLLBOB: URL)</i>	Шановні колеги , я був безмежно вдячний за підбадьорення та товариство, яке я знайшов у Палаті вашої світлості протягом останніх 12 останніх 12 років, ані найменшого в останніх трьох чи чотирьох виступах цього вечора на цю колосально складну тему	modulation
<i>That is why the next Labour Government would do things differently (SOTHACLB: URL)</i>	Ось чому наступний лейбористський уряд діятиме інакше	equivalent
<i>Labour would do things differently way since we know genuine development comes from working individuals and businesses (COCPC: URL)</i>	Лейбористи вчинили б по-іншому , оскільки ми знаємо, що справжній розвиток походить від працюючих людей і компаній	equivalent
<i>The primary ever uncommon and alternative arrangement free schools have been affirmed to open from September 2012 (PR: FSAAPFSGTGL: URL)</i>	Було підтверджено, що початкові особливі та альтернативні безкоштовні школи відкриються з вересня 2012 року	calque
<i>I managed to start changing the funding formulas, to ensure that areas like this get the funding that they deserve. We inherited a bunch of formulas from Labour that shoved all the funding into deprived urban areas and that needed to be undone (PR: UCSETSAFSC: URL)</i>	Мені вдалося почати змінювати формули фінансування, щоб забезпечити ті сфери, які на це заслуговують. Ми успадкували купу формул від лейбористів, які спрямували все фінансування в знедолені міські райони , і це потрібно було змінити	calque
<i>He championed charter schools in his time in office and successfully improved the education of</i>	Під час перебування на посаді він виступав за	calque

<p>thousands of underprivileged children PR: UCSETSASFSC: URL)</p>	<p>створення чартерних шкіл і успішно покращив освіту тисячам незможних дітей</p>	
<p>Correct, thank you, he was standing in Stoke poges my friends there may be underprivileged parts of this country but stoke poges is not now among them STCPG: URL)</p>	<p>Правильно, дякую, він стояв у Сток-Погес, можливо, у цій країні є незможні райони, але Сток-Погес зараз не серед них</p>	equivalent
<p>Up to £50m of the £1.25bn will be used to support a Summer School programme to help the most disadvantaged pupils make the move from essential to auxiliary school PR: DSCTBFBF: URL)</p>	<p>До 50 мільйонів фунтів стерлінгів із 1,25 мільярда фунтів стерлінгів буде використано на підтримку програми літньої школи, щоб допомогти особливим учням перейти з основної школи у допоміжну</p>	descriptive
<p>England's most disadvantaged pupils are to advantage from additional cash following year when the Student Premium rises to £900 per understudy – around 50% higher than final year PR: CBFDCS: URL)</p>	<p>Учні в Англії, які перебувають у невигідному становищі, отримують переваги від додаткових грошових надходжень наступного року, коли студентська премія зростає до 900 фунтів стерлінгів на студента – приблизно на 50% більше, ніж у минулому році</p>	descriptive
<p>It's unsatisfactory that children from disadvantaged backgrounds are less likely to do well in school than their peers. The amalgamation government has presented the understudy premium to handle this problem PR: CBFDCS: URL)</p>	<p>Це недобре, що діти з неблагополучних сімей мають менші шанси успішно навчатися в школі, ніж їхні однолітки. Уряд об'єднання представив надбавку для вирішення цієї проблеми</p>	descriptive
<p>This comes as part of the government's drive to narrow the attainment gap between pupils from</p>	<p>Це стало частиною прагнення уряду –</p>	descriptive

<p><i>disadvantaged backgrounds and their peers</i> (SOSHABS: URL)</p>	<p>скоротити розрив між учнями з неблагополучних сімей та їхніми однолітками</p>	
<p><i>Government approaches such as the room charge, which constrained numerous individuals out of the secure social domestic that they had lived in for numerous a long time, near to companions, family and children's schools, and into private, leased, regularly packed and substandard accommodation</i> (SOSHABS: URL)</p>	<p>Урядові підходи, такі як плата за кімнату, яка змушувала багатьох людей виїжджати із безпечного соціального будинку, в якому вони жили протягом тривалого часу, поблизу друзів, родини та дитячих шкіл в приватне, орендоване приміщення із задовільними житловими умовами</p>	<p>addition</p>
<p><i>But for as well numerous individuals – individuals in modest settlement, substandard accommodation, individuals incapable to walk to shops or green spaces or administrations – their homes are less like castles and are more like prisons</i> (SASAHS: URL)</p>	<p>Але також для багатьох людей, що проживають у скромному житлі із задовільними житловими умовами, які не можуть дістатися до магазинів, зелених насаджень чи адміністрацій – їхні будинки більше схожі на в'язниці, ніж на замки</p>	<p>addition</p>
<p><i>I was pleased to organise with my team a senior citizens' fair last week in North Hykeham, where many people came along to hear about the clubs, activities and other support available for older people in the region</i> (SOTFOTU: URL)</p>	<p>Мені було приємно організувати зі своєю командою ярмарок для людей похилого віку минулого тижня в Північному Гайкемі, куди прийшло багато людей, щоб почути про клуби, заходи та іншу підтримку, доступну для літніх людей у регіоні</p>	<p>equivalent</p>
<p><i>We have reports of women gang-raped. These women are usually the ones who are unable to get</i></p>	<p>У нас є повідомлення про групове</p>	<p>equivalent</p>

<p>out. We are talking about senior citizens (SORAFRWIU: URL)</p>	<p>згвалтування жінок. Ці жінки зазвичай є тими, хто не може вільно пересуватися. Мова йде про людей похилого віку. Більшість із цих жінок або вбили після згвалтування, або вони покінчили з собою</p>	
<p>They know only too well that freedom is not free. In the lifetime of their most senior citizens, they have lost their freedom and recovered it twice already (SOSFU: URL)</p>	<p>Вони дуже добре знають, що свобода не є безкоштовною. За життя людей похилого віку вони втрачали свободу і вже двічі її повертали</p>	equivalent
<p>For example, about 47 per cent. to 50 per cent. of children at Joseph Clarke, a school for the visually impaired, go there because they are scarred by the difficulties they had in mainstream schooling (SOSNS: URL)</p>	<p>Наприклад, близько 47-50 відсотків дітей Джозефа Кларка зі школи для дітей із вадами зору, ходять туди, тому що вони страждають через труднощі, які вони мали у звичайній школі</p>	equivalent
<p>If bright pupils are not intellectually challenged in the classroom, is it any wonder that they get bored and cause trouble? (SOSFU: URL)</p>	<p>Якщо розумні учні не мають інтелектуальних труднощів у класі, чи варто дивуватися, що вони нудьгують і створюють проблеми?</p>	equivalent
<p>Thousands of young people with special educational needs are to get intensive support into long term paid work, thanks to a new government programme (PR: HYPWSNIWTNSI: URL)</p>	<p>Завдяки новій урядовій програмі тисячі молодих людей з особливими освітніми потребами отримують інтенсивну підтримку, що виражається в довготривалій оплачуваній роботі</p>	equivalent

<p><i>This is about helping young people with complex needs learn the skills they need for the workplace within a real job situation (PR: HYPWSNIWTNSI: URL)</i></p>	<p><i>Йдеться про те, щоб допомогти молодим людям з особливими потребами набутися навичок, необхідних для роботи, у реальній робочій ситуації</i></p>	<p>equivalent</p>
<p><i>We have to be more ambitious and tap into huge potential in people with learning needs PR: (HYPWSNIWTNSI: URL)</i></p>	<p><i>Ми маємо бути більш амбітними та використовувати величезний потенціал людей із особливими освітніми потребами</i></p>	<p>equivalent</p>
<p><i>Our 10 year plan for the NHS will be the antidote to the Tory miserablism about the NHS and its future (STLPC: URL)</i></p>	<p><i>Наш 10-річний план для Національної служби охорони здоров'я стане протиотрутою від жалюгідності Тори щодо Національної служби охорони здоров'я та її майбутнього</i></p>	<p>equivalent</p>
<p><i>The success of the operation to release people from Russian captivity was facilitated by the active involvement of international partners of Ukraine (PR: TSOTOTRPFRCWFBTAIOIPOU: URL)</i></p>	<p><i>Успіху операції зі звільнення людей з російського полону сприяла активна залученість міжнародних партнерів України</i></p>	<p>equivalent</p>
<p><i>Statement on Russian Involvement in Ukrainian (SORIUP: URL)</i></p>	<p><i>Заява про втручання Росії в Україну</i></p>	<p>equivalent</p>
<p><i>The Inquiry on UK Involvement in Afghanistan (SOTIOUIIA: URL)</i></p>	<p><i>Розслідування участі Великобританії в Афганістані</i></p>	<p>equivalent</p>
<p><i>You, Mr. Deputy Speaker, will know that the main thrust of the right hon. and learned Gentleman's argument was to suggest that the recession in this country was the responsibility of the Government, and of the Government alone (SORAU: URL)</i></p>	<p><i>Ви, пане віце-спікере, знаєте, що основний посыл правого вченого Джентльмена полягав у тому, що він припустив, що за рецією в цій країні відповідає уряд, і тільки уряд</i></p>	<p>calque</p>
<p><i>Even during a recession, everyone should have the security to live life as they choose (COUER: URL)</i></p>	<p><i>Навіть під час реції кожен повинен бути у</i></p>	<p>calque</p>

	безпеці, щоб жити так, як хоче	
<i>We've already got the worst excess death rate in Europe – now we're on course for the worst recession too (COWRIE: URL)</i>	Ми вже маємо найгірший надлишковий рівень смертності в Європі – тепер ми також на шляху до найгіршої рецесії	calque
<i>The UK is facing the biggest recession in 300 years and we are seeing a wave of redundancies (COTLRF3Y: URL)</i>	Велика Британія стикається з найбільшою рецесією за 300 років, і ми спостерігаємо хвилю звільнень	calque
<i>A million homes for young families, for hardworking professionals, for downsizing retirees (SOTFOTU: URL)</i>	Мільйон будинків для молодих сімей, для працюючих робітників, для пенсіонерів, що підпали під скорочення	descriptive
<i>It is in impact a winding-up support, accessible to bolster the costs of rehoming the creatures downsizing (SOZAA: URL)</i>	Це фактично ліквідаційна підтримка, доступна для підтримки витрат на переселення людей, що підпали під скорочення	descriptive
<i>Rapist Matthew Grant receives longer correctional facilities sentence following referral under the Unduly Lenient Sentence scheme PR: (RMGRLPSFRUTULSS: URL)</i>	Гвалтівник Меттью Грант отримує довше ув'язнення у виправних колоніях після перенаправлення за схемою надмірно м'якого вироку	equivalent
<i>President Biden Declares Noteworthy Immunization Gift: Half a Billion Pfizer Immunizations to the World's Lowest-Income Nations (COTLRF3Y: URL)</i>	Президент Байден оголосив про важливий подарунок щодо імунізації: півмільярда щеплень Pfizer країнам з найнижчими доходами	descriptive
<i>Today, President Biden will declare that the Joined together States will buy and give half a billion Pfizer immunizations to 92 lower middle-income nations and the African Union, an notable activity that will offer</i>	Сьогодні президент Байден оголосить, що Об'єднані держави закуплять і нададуть	descriptive

<p><i>assistance supercharge the worldwide battle against the pandemic (COTLRF3Y: URL)</i></p>	<p><i>півмільярда щеплень Pfizer 92 країнам із рівнем доходу нижче середнього та Африканському Союзу, що стане помітним рішенням, що гарантує допомогу, яка посилить світову боротьбу з пандемією</i></p>	
<p><i>President Biden’s plan will make the wealthiest Americans and largest corporations pay their fair share, including through a new Billionaires’ Minimum Income Tax (TBIP: LCALTD: URL)</i></p>	<p><i>План президента Байдена змусить найбагатших американців і найбільші корпорації платити справедливу частку, зокрема через новий податок на мінімальний прибуток мільярдерів</i></p>	equivalent
<p><i>All children enrolled to get free school dinners on the premise of family low income are qualified and will get this installment naturally (PR: EWCFLIFIS: URL)</i></p>	<p><i>Усі діти, записані на безкоштовні шкільні обіди за умови, що сім’я малозабезпечена, відповідають вимогам і отримують цю частину природно</i></p>	equivalent
<p><i>Scotland is the as it were country within the UK advertising the Scottish Child Installment, one of five family benefits conveyed by the Scottish Government to support low income parents with the costs of raising a child (PR: EWCFLIFIS: URL)</i></p>	<p><i>Шотландія – це, так би мовити, країна у Великобританії, яка рекламує програму Scottish Child Installment, одну з п’яти сімейних пільг, наданих шотландським урядом для підтримки батьків з низьким рівнем доходу, які покривають витрати на виховання дитини</i></p>	descriptive

<p><i>I am satisfied to declare the most recent steps the Government have taken to way better secure and bolster low-income laborers as we see to construct a high-skilled, high-productivity, high-wage economy (SOLWAEC: URL)</i></p>	<p><i>Я радий оголосити про останні кроки, вжиті урядом для кращого захисту та підтримки робітників з низькими доходами, оскільки ми хочемо побудови висококваліфікованої, високопродуктивної економіки, надавши високі заробітні плати</i></p>	<p>equivalent</p>
<p><i>Do you know that in our nation nowadays: indeed in the event that they have precisely the same capabilities, individuals with white-sounding names are about twice as likely to induce call backs for employments than people with ethnic-sounding names? (SA1: URL)</i></p>	<p><i>Чи знаєте ви, що в нашій країні відбувається сьогодні: справді, якщо вони мають однакові здібності, людям з іменами, що звучать як у білих, приблизно вдвічі частіше передзвонюють для працевлаштування, ніж людям з іменами, що звучать етнічно?</i></p>	<p>calque</p>
<p><i>As a result medical services are unable to reach those people most in need, including those affected by the outbreaks of cholera which have exacerbated the misery of the Haitian people PR: (RSASFTHP: URL)</i></p>	<p><i>У результаті медичні послуги не в змозі надати тим людям, які найбільше потребують допомоги, включно з тими, хто постраждав від спалахів холери, які погіршили страждання народу Гаїті</i></p>	<p>modulation</p>

РЕЗЮМЕ

Курсова робота присвячена дослідженню специфіки перекладу з англійської мови на українську засобів політкоректності в медіадискурсі. Основною метою дослідження є аналіз методів відтворення засобів політкоректності та виявлення ефективних стратегій перекладу. Робота зосереджується на систематизації перекладацьких трансформацій, таких як підбір еквіваленту, модуляція, генералізація, калькування, додавання та описовий переклад, які використовуються у перекладі політкоректної лексики на основі аналізу матеріалу мас-медіа. Матеріалом дослідження стали 50 одиниць політкоректної лексики. Результати дослідження розкривають ефективні методи передачі семантичних нюансів та культурних аспектів мови оригіналу в українському перекладі.

Ключові слова: переклад, перекладацький аналіз, політкоректність, евфемізм лексичні трансформації, мас-медіа текст, політичний дискурс, медіадискурс.