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**КУРСОВА РОБОТА**

З ПЕРЕКЛАДУ

**ЕМПАТІЙНІ ВИСЛОВЛЕННЯ В АНГЛОМОВНОМУ МЕДІА ДИСКУРСІ  
ПРИ ПЕРЕКЛАДІ НА УКРАЇНСЬКУ МОВУ**

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## INTRODUCTION

This term paper is focused on the consideration and research of empathic expressions, which are very relevant for use in the modern world, as the need for high-quality and effective communication among people of different cultures is growing every day. Empathy plays an important role in communication, and the ability to empathize contributes to an improved understanding, perception, and establishment of contact with other people.

First of all, the media have a great influence on society, which is why empathic expressions in this discourse are one of the most effective ways to improve communication. That is why it is important for a translator not only to know the specifics of translating these expressions, but also to understand what exactly empathic expressions are as a unit of translation.

The relevance of research in the field of intercultural communication translation and linguistics is determined by the growing influence of English-language media on Ukrainian readers and viewers. Also the relevance of this work lies in the fact that at the moment this topic is not commonly studied in Ukrainian translation studies, although it has many advantages not only for translators but also for many industries. It would be appropriate for all specialties working with media discourse texts to study this topic more widely.

The research aim of this paper is to examine empathic expressions in English-language media discourse and their translation into Ukrainian. The analysis of empathic expressions in media texts, such as articles, interviews, and reports, will reveal the specifics of their use and identify the most effective translation strategies.

The research focuses on the study of the concepts of empathy realized in English-language media texts and their reproduction in translation.

The main objectives of this work are:

- To define the concepts of "empathy" and "empathic statements".
- To analyze the peculiarities of empathic expressions in English-language media discourse.
- To develop methods and techniques for translating empathic expressions into Ukrainian.
- To study the quality of translation of empathic expressions in Ukrainian media.

The investigation subject is empathic expressions in English-language media discourse and their translation into Ukrainian.

The object of the research is materials in the English and Ukrainian media that contain empathic expressions.

The theoretical value of the research is to deepen knowledge about the peculiarities of translating empathic expressions, and the practical value of the research is to develop methodological recommendations for translating empathic expressions into Ukrainian.

The linguistic aspect turns out to be the key to preserving the empathic sphere of a text when translating it. Accurately conveying meaning and emotional connotations requires not only knowledge of language structures, but also the ability to feel and express the same emotional mood contained in the source. This is especially true in cases where empathic expressions are used to attract attention or evoke specific reactions.

The aim of this term paper is to take a closer look at the mechanisms of empathic expression in the English-language media and to explore how these mechanisms can be adapted and translated into Ukrainian. The study of empathic expressions in translation has an important practical dimension, as the understanding and correct implementation of these mechanisms will help improve the communicative efficiency of the translator and increase the quality of Ukrainian media content.

The aim of this research is to analyse expressions of empathy in English-language media texts, to identify their functions and characteristics, and to explore possible translation strategies. The results will not only reveal important aspects of communicative translation, but will also make a practical contribution to the development of effective approaches to translating empathic expressions in media discourse.

Further chapters of the term paper will examine the basic concepts of empathy, analyse the use of empathic expressions in English-language media texts, and explore possible ways of translating them into Ukrainian.

## CHAPTER 1

### 1.1.The concept of empathy

In the modern world, empathy plays an important role, as communication and interaction play a significant role in human relationships, and empathy has a significant impact on understanding and is a key element in maintaining interpersonal relationships. Empathy is an important element of communication in many areas of life, both professional and personal.

Empathy is a person's ability to understand the emotions and feelings of other people. It is one of the basic elements of emotional intelligence and plays a key role in building relationships. In simple terms, empathy is the ability to put yourself in the other person's shoes and feel their feelings. In practice, this means that if you see a person who, for example, has lost a relative, friend or partner, you can instantly imagine what emotions they are experiencing and what state they are in.

The concept of empathy has evolved over time, from ancient times to the present. Its development can be seen as the result of a historical evolutionary process that encompasses various stages of cultural and scientific activity.

The concept of empathy has been contemplated since ancient times, with philosophers such as Aristotle recognising it as a fundamental element of moral and social order. Aristotle's definition of empathy refers to the capacity to experience the emotions and thoughts of others. The study of this concept stretched back to the Middle Ages, but it was not as relevant in that period, but it remained present in moral and religious discourses. After that, during the Enlightenment, the study of empathy again

gained active interest among researchers and scientists, and it was philosophers and psychologists who began to study its role in moral development and social relations.

During the 20th century, empathy became a subject of scientific research. Psychologists, including Carl Rogers and Edward Titchener, made significant contributions to the understanding of empathy as a crucial aspect of interpersonal relationships. Carl Rogers introduced the concept of 'empathic listening' in psychotherapy, which is considered a significant contribution to the field. He viewed empathy as a key element in establishing and maintaining the therapeutic relationship between therapist and client. Rogers emphasised the importance of the therapist being able to understand and feel the client's emotions and experiences in order to create empathic empathy and promote self-development and psychological support. Titchener contributed to the development of the understanding of empathy through his research in structural psychology. He analysed its mechanisms in terms of perception and reaction, considering it to be one of the key components of interpersonal interactions. Rogers and Titchener contributed to the development of empathy through their theoretical contributions and practical application of these concepts in psychotherapy and psychological practice. Their research played a significant role in shaping the modern understanding of empathy as a key aspect of interpersonal relationships and social interaction.

In today's context, empathy continues to be an object of intensive research, as its manifestations are actively present in our lives and have a significant impact on both the everyday and professional aspects of human existence. Psychologists, sociologists, and neuroscientists continue to study the mechanisms and impact of empathy on human life, particularly in the context of globalisation and the development of information technology.

Empathy is not a universal skill that we automatically "activate" in every situation. Some people may be more empathetic and compassionate in general, while



others feel it exclusively towards a certain category of people: acquaintances, family or friends, but it is still an important skill that helps us to cooperate with others, adjust our own behaviour depending on the context and build healthy relationships. At the same time, psychology notes that people are able to show more empathy to people who are similar to them than to those who belong to a different nation or cultural tradition.

Empathy is formed in childhood and develops throughout life. Research shows that parents who develop empathy in their children raise not only more empathetic people, but also people who are able to communicate more effectively.

Empathy has characteristic features that can help determine the level of one's own empathy, for example, the ability to clearly understand the feelings of another person, taking into account the feelings of others when making a decision, the ability to pay attention to what a person is saying during a conversation, a strong emotional reaction to the tragedies of others, and an internal impulse to help those who are suffering. Empathy and sympathy are special forms of empathy: empathy is the experience of the same emotional states as another person through identification with them, and sympathy is a formalised form of expressing one's state of mind about the experiences of another person. If any of these factors are inherent in your personality, then you are definitely an empath, that is, a person who is prone to empathy. Possessing such compassionate skills will make it much easier for a person to build quality relationships with others, because the ability to empathise disposes others to you, helps you better understand the communicator, and helps build trusting relationships.

But it is also important to note that even though empathy as a skill allows you to improve your own level of interaction with others, it also leads to overwork or even burnout caused by excessive care for others. According to psychologists, it is quite normal to feel tired of your own empathy, so in addition to understanding and compassion for others, you should not neglect your own emotional health.

In general, empathy is divided into three types: affective, somatic and cognitive.

Affective empathy is a form of empathy that involves empathising with another person's emotions. It is the feeling that you feel what the other person is feeling and the feeling that you are feeling it with them. Affective empathy is a key aspect of interpersonal interactions, this type of empathy involves experiencing the same or similar emotions that are triggered by the emotional state of the observed person and includes various aspects such as compassion, understanding and support. Affective empathy can have a significant impact on the quality of interpersonal relationships by facilitating emotional support and understanding.

Somatic empathy, in contrast to affective empathy, refers to the feeling of physical discomfort or pain as a result of empathy with the state of another person's body. It is expressed in the feelings and reactions that an observer has when exposed to another person's health or physical suffering. Empathy for physical discomfort can lead a person to respond in ways that alleviate the other person's suffering or show support.

Cognitive empathy is the ability to perceive and understand the psychological state, perspective, feelings and thoughts of others. This includes the ability to put yourself in the other person's shoes, to understand their motivations, beliefs and emotions. When a person demonstrates cognitive empathy, they can analyse and understand the perspective of others, even if it differs from their own. This aspect of empathy plays an important role in understanding, communicating, and building interpersonal relationships. It is also a key element for developing empathy in general, as understanding the perspective of others can foster compassion and support.

All of these details give us the opportunity to understand the concept of empathy, its meaning and impact on various aspects of human life and interaction. By examining theoretical aspects, forms of expression, role in communication, and importance in

various fields, we can gain a more complete understanding of empathy and its place in the modern world.

In addition to everyday life, empathy also has a significant impact on the development of modern linguistics, influencing the perception and interaction between speakers, as language is the main means of communication between people. In the context of linguistics, empathy is defined as an individual's ability to effectively empathize and understand the emotional state of another person, as expressed through language and linguistic expressions.

Empathy can impact the understanding of emotional content in speech. Language communication involves both verbal and non-verbal signals, such as intonation, facial expressions, and gestures, which can convey emotional meaning. The ability to perceive these signals allows for a better understanding of not only the semantic content of statements, but also the emotional content conveyed by the speaker. Empathy can facilitate the establishment of an emotional connection between the speaker and their audience. This is an important skill for professionals in communication and language-related fields, such as speakers, translators, and teachers.

This is especially important in public speaking situations, where the success of communication depends on the ability to influence the emotional state and feelings of listeners. Another important aspect is empathic listening, which involves active and attentive perception of emotional signals in the interlocutor's statements. This helps to establish mutual understanding and maintain open and high-quality communication. Finally, in addition to speaking, empathy also has an impact on writing, where it is important for the speaker to take into account the needs, interests and emotional state of the audience to achieve maximum communication effectiveness.

When examining the relationship between empathy and linguistics, it becomes clear that empathy also plays a crucial role in translation. By empathetically perceiving

the context, the translator can gain a better understanding of the situation in which the source language is used. Empathy allows a translator to better understand the emotional content of a text and accurately reproduce its subtleties of expression and intonation. This fragment of text discusses the importance of empathy in translation. The successful conveyance of the meaning and emotional intensity of a text depends on the translator's ability to empathise and feel the contextual nuances.

Additionally, empathy can assist the translator in comprehending the cultural and linguistic nuances that impact the use of words and expressions in translation. This, in turn, leads to a more precise and appropriate representation of the semantic and stylistic elements of the original text. The translator's ability to perceive emotional nuances is crucial in selecting the appropriate tone of voice, considering the context and audience. It is important to choose the optimal speech style and level of formality to ensure effective communication of the translation.

All of these aspects of empathy contribute to improving the quality of communication through translation, ensuring a more accurate and faithful reproduction of the meaning, emotional intensity, and cultural characteristics of the source text.

In summary, it is evident that empathy is a crucial element not only in daily life but also in the linguistic context. Empathy is a complex, multifaceted phenomenon that has been studied for centuries by philosophers, psychologists, neuroscientists and representatives of other scientific disciplines and has a major impact on the quality of communication and understanding between people.

The study of empathy aims to reveal its mechanisms and comprehend the emotions, thoughts, and experiences of others. An important area for further research on empathy is the study of its role in such areas as:

Psychotherapy and counselling: studying the empathic abilities of psychotherapists and their impact on the effectiveness of therapy.

Education and upbringing: development of programmes aimed at developing empathy in children and youth.

Interethnic and intercultural relations: studying empathy as a factor that promotes tolerance and mutual understanding between people with different cultural backgrounds.

Neurobiology: studying the neural mechanisms of empathy and developing neuromodulation methods that can help people with empathic disorders.

When analyzing various theories of empathy, it becomes clear that it is a crucial aspect of interpersonal interactions, social support, and the development of relationships. Research has identified that empathy has multiple components, including cognitive, affective, and somatic aspects. These components interact with each other, creating a complex situation in which an individual can demonstrate their empathy. Empathy is a crucial concept in many areas of life, such as interpersonal relationships, medical practice, education, and business. Developing empathy can enhance communication, conflict resolution, and emotional well-being in society.

Although empathy has many benefits, it also has drawbacks such as burnout or exhaustion from actively empathizing with people. However, with skillful use of empathy skills, these problems can be avoided.

In general, developing empathy can help individuals understand and empathise with each other, leading to improved interpersonal relationships, reduced conflict, and a more humane society. The understanding and development of this concept remains an urgent task for further research and practical application in various areas of human activity.

## 1.2. Empathic expressions

As empathy is an important and relevant element of modern communication, empathic expressions are present not only in everyday communication, but also in literary works, the film industry, the media and the news.

Empathic expressions are a way of expressing yourself that reflects your compassion, understanding and support for another person. They help you express your compassion and understanding for another person's condition or situation.

It is therefore important to understand and distinguish between the appropriateness of such statements, their relevance and the form in which they should be used in everyday official discourse.

In general, empathic statements can include words that emphasise your sympathy, such as *"I understand that you are going through a difficult time"*, *"I am very sorry for your loss"* or *"I can imagine how difficult this must be for you"*. They can also include expressions of support and willingness to help: *"I'm here to help you in any way"*, *"I'm always here to listen if you need support"*. Empathic statements demonstrate your compassion and ability to empathise with other people.

Sometimes it is important to distinguish between the emotions of the communicator in order to use a particular phrase in the most appropriate way, for example:

If someone is upset:

*"I understand that you are upset right now. It's normal to feel sad after something has happened."*

*"I am here to listen to you if you want to talk."*

If someone is angry:

*"Your feelings matter. It is important that you express your anger in a healthy way."*

*"I want to help you calm down."*

If someone is scared:

*"I understand that you are scared right now. It is normal to feel scared in this situation."*

*"I am here to support you. You are not alone."*

Empathic expressions are a powerful tool that can help you connect with people, build trust and support them in difficult times.

If you look at these statements from a linguistic perspective, you should pay attention to the grammatical, lexical, morphological and other features of these statements.

***Grammatical features*** of empathic expressions include the following:

The use of personal pronouns. Often, personal pronouns are used in empathic expressions to reinforce feelings of closeness and empathy. For example: "I understand what you are going through", "We are going through this with you".

Use of modal verbs. Modal verbs, such as "*could*", "*should*", "*should have*", can be used to express advice, support or recommendations in the context of empathy.

Use adverbs and adjectives that express feelings. For example, "*sincerely*", "*sincerely*", "*happy*", "*sad*" - these words add emotional colour to the expression of empathy.

Use of phrases of communication. Connectives, such as "*it would be great if*", "*how nice it would be if*", can be used to express desire and support in the context of empathy.

Empathic expressions often have certain *syntactic features* aimed at expressing sympathy, such as the use of diminutives and affectionate forms: "*Little girl, how are you feeling?*" or "*My dear friend, how can I help you?*"

Use phrases that maintain attention and interest in the conversation: "*Tell me more about what happened*", "*I'm always here to support you*".

Use interjections that express sympathy or surprise: "*Oh!*", "*Ah!*", "*Poor you!*".

Use repetition to emphasize importance and support: "*You're going to be okay, you're going to be okay*", "*We're in this together, we're in this together*".

Among the *lexical features* of empathic expressions are the following:

Courtesy and friendly words, the use of such expressions enhances the feeling of goodwill and understanding, such as "*please*", "*thank you*", "*sorry*", "*I understand*", "*I sympathise*", etc.



Emotional vocabulary: Words that express emotions and feelings, e.g: "sad", "happy", "hurt", "upset", "happy", "anxious", etc.

The *morphological features* of empathic expressions can be revealed through the use of certain linguistic means that demonstrate sympathy, understanding and support.

Use of emphatic phrases and expressions: "My deepest condolences", "My thoughts are with you", "I am very sorry".

Use softer, less categorical language: "It seems to me", "I may be wrong, but...", "I may be wrong, but I see it this way...".

Speaking about the structure of empathic expressions, they are usually complex or compound-complex sentences, as they usually have one or more independent clauses and one or more dependent clauses, and are much less commonly simple or compound. Since in empathic expressions we usually express our support and understanding of the other person's problem, such sentences often have not only main clauses but also many secondary clauses. For example:

Even though we may not always see eye to eye, I want you to know that I genuinely care about your well-being and want to help in any way possible.

In this sentence, the two independent clauses are underlined with a line and the dependent clause is underlined with a wavy line, so it is a complex sentence.

Most empathic sentences have the same structure, with one or more independent clauses and one or more dependent clauses, but there are also simple ones, for example:

I empathise with you.

This empathic statement has only one independent part and no dependent part, so it is a simple sentence. So knowing all these features will be useful when using, creating and translating empathic expressions.

When translating empathic expressions, just like other expressions and sentences, certain changes occur when translated into another language. For example in this sentence undergoes certain transformations when translated into Ukrainian:

*"I'm here to walk alongside you through this challenging time."*

*"Я тут, щоб пройти пліч-о-пліч з тобою через цей складний час."*

Ukrainian has a different sentence structure compared to English. While English typically follows a Subject-Verb-Object (SVO) order, Ukrainian often uses a Subject-Object-Verb (SOV) order.

Some words may have direct translations, while others may require choosing different words or expressions that convey the same meaning in Ukrainian. Additionally, idiomatic expressions may have different equivalents in Ukrainian. In the example, there is a word *"alongside"* translated as a phraseological expression, which, if translated literally, would be translated as *"поруч"*, but in order to adapt it to the target language and make it more emotional, the word was translated as *"пліч-о-пліч"*.

Grammatical forms such as verb conjugation, noun cases, and adjectival agreement may vary between English and Ukrainian. Translating involves understanding the cultural nuances and context of the original sentence and ensuring they are appropriately reflected in the translation.

That is why understanding cultural differences also plays an important role in translating empathic expressions. The Ukrainian and English languages have differences in the use of vocabulary and syntactic structures, as well as in the perception of empathy and its manifestations. English is more likely to use direct expressions of empathy, such as *"I understand how you feel"*. Ukrainian may use more descriptive phrases, for example *"Я уявляю, як тобі зараз важко"*.

Overall, it is evident that while there are some discernible variations in empathetic language between English and Ukrainian, there are also shared characteristics. However, it is important to consider the influence of cultural connotations on the use of such language.

That is why, when translating empathic expressions, one should pay attention not only to translation transformations, such as grammatical, phonetic, syntactic, lexical and other features, but also to correct and competently adjust the source language text in order not to lose the meaning in translation and to adjust it to the target language text to make it understandable and relevant.

Expressions of empathy can demonstrate a capacity to display compassion, comprehension, and encouragement towards the speaker, fostering an environment of mutual understanding and trust in communication.

The main features of empathic expressions have been analysed in terms of their structure, the use of lexical and syntactic means, as well as the expression of intentions and feelings. Empathic expressions are often based on emotional and socio-cultural contextualisation, which makes them difficult to translate into other languages, including English.

The transformation of empathic expressions into English is a challenging task due to the peculiarities of cultural concepts and the expression of emotions in different language environments. The variability of the choice of lexical and grammatical means in translation depends on the context and the specifics of the communication situation.

The study of empathic expressions and their translation into English is a relevant topic for research in the field of intercultural communication and translation studies. Understanding the peculiarities of this process can help improve the quality of translation and increase the effectiveness of intercultural communication.

### **1.3 Characteristics of mass media discourse with empathic expressions**

For a long time, mass media has been one of the most popular and extensive means of spreading information in society. The media includes various types of communication tools, such as television, radio, newspapers, magazines, internet portals, etc. Mass media influence society by shaping opinions, beliefs and cultural stereotypes. In today's world, they play an important role in disseminating information, entertainment and communication. Media discourse plays a crucial role in setting the agenda for public debate and shaping public opinion. By deciding which issues to cover and how to frame them, the media can influence which issues are perceived as important by the public. It could be argued that a significant factor in our interest in news media is the sense of relatedness we feel towards the individuals depicted.

Mass media gives us the opportunity to stay informed, to be knowledgeable and skilled, to know what is happening in a particular country, region and the whole world. The media can humanise issues by sharing personal stories and experiences of people affected by these issues. This helps audiences connect on an emotional level and understand the real-life implications. Empathetic media encourages dialogue and engagement with its audience. This can involve hosting discussions, inviting feedback, and actively listening to the concerns and perspectives of the audience. Also media provides context and background information to help audiences understand the broader social, economic, and political factors shaping a particular issue or event. This helps mitigate bias and promotes a more nuanced understanding.

But in addition to its advantages, the mass media also has certain disadvantages, such as the fact that not all sources may be objective and truthful, so you should be careful to choose only official and verified sources in order not to mislead yourself and others. Despite efforts to maintain objectivity, media discourse is often influenced by bias, whether implicit or explicit. Factors such as ownership, political affiliation and commercial interests can influence the way information is presented in the media. Also it has been suggested that incorporating a sense of human understanding may have a positive impact on TV news ratings and newspaper sales.

Understanding media discourse is essential for navigating the complexities of modern communication and critically engaging with information presented by different media.

Among the most well-known media sources is news, as it covers all resources: television, the Internet, radio, newspapers, etc., and provides the public with the most information about the world situation, education, fashion trends, weather, changes in the political world and generally all interesting and new information that is happening around the world.

News is the media source that is most saturated with empathy and all its manifestations. Empathetic statements are not found every day in this particular branch of the media space. For example, in the statements of famous figures and politicians in support of Ukraine, interviews, reports of the death or illness of a certain person, etc. Empathic expressions in the media play an important role in communicating with the audience and influence their perception of the events they describe. It is thanks to empathic expressions and the ability to use them that the information presented in the media becomes more understandable and enjoyable for people watching the news. It helps to establish greater contact with the audience and remove the boundary between the media personality and the viewer. After all, it is a well-known fact that people perceive information better if it is presented correctly, when they feel understanding and empathy for the situation from the media person.

Using the words "I understand", "I sympathise", "I share your concerns" helps to create a connection with the audience and show that the author understands their emotions, using soft, supportive language instead of aggressive or insensitive language can make information more appealing to the audience, expressing support or promising to help can strengthen the connection between the media and their audience, emphasising shared values can help to create a sense of community and understanding. All of these elements can be used across different types of media, including news, journalism, advertising and social media, to create a more empathetic and moving connection with the audience.

Using both Ukrainian and foreign news as examples, we can see how important the role and place of empathic expressions in the media space is.

For example, according to the Ukrinform.ua portal, Ukrainian President Volodymyr Zelenskyy wrote the following words on his page in Annex X addressed to Libyans who suffered during the floods of 12 September 2023: *"My condolences to Libya and all Libyans over the loss of life and destruction caused by severe flooding in*

*the east of the country. We wish the victims a speedy recovery. Ukraine stands in solidarity with the Libyan people in this difficult time."*

Through such words and phrases as: *"My condolences"*, *"We wish the victims a speedy recovery "* and *"Ukraine stands in solidarity with the Libyan people in this difficult time"*, the President shows his concern and that of the entire Ukrainian people for the catastrophe that has taken place in eastern Libya, expresses his support, which means he empathises with the Libyans who have suffered both physically and morally. As a result of this empathy, victims can feel less alone and move on, and it is also a big plus for Zelenskyy, as a person who is able to show empathy for others in the media in the right way and at the right time usually gets more respect for his indifference to the tragedies of others.

Also on the same portal, you can find another example of the empathy that Joseph Borrel expressed for the family of the deceased Elizabeth II and the whole of Great Britain, which was grieving from this terrible tragedy.

*"Queen Elizabeth II's remarkable reign oversaw key events of the 20th & 21st century. The EU pays tribute to her unique contribution to building peace & reconciliation*

*While her loss will be felt around the world, our immediate thoughts are with her family & the people of the UK"*

These empathetic expression *"our immediate thoughts are with her family & the people of the UK"* shows that the family of the deceased is not alone with their grief, the whole country supports them and is grateful to Elizabeth for the wonderful years of her reign.

In addition to expressing sympathy, empathic expressions can often be used in words of support and motivation, to demonstrate the unity and understanding of media

figures towards the problems of society and to blur the lines between famous people speaking in the media and ordinary people.

For example, in their interviews and addresses, presidents often support and empathise with their compatriots in times of need, showing that they are not alone, motivating them, and do the same in moments of joy, emphasising the great and small achievements of their people.

As a concrete example, I would like to look at the New Year's address of the President of Ukraine in 2024, which was broadcast on 1+1 TV channel on New Year's night, in which he noted that everything we have achieved this year has happened thanks to the people of Ukraine, every person who has shown strength and courage: "*And I want to thank all our people, I want to thank our nation. To everyone who is here today. To everyone I want to say: I am proud of each and every one of you. Every citizen of Ukraine. Every strong person. And I know how difficult it is for everyone today. Everyone who has put their lives on hold.*"

This statement can be described as empathetic thanks to the words: "***I am proud of each and every one of you***" and "***I know how difficult it is for everyone***", all of this shows the president's commitment to empathy, showing understanding to people and gratitude for sticking with them throughout the year, and motivating them with the fact that he believes in and is proud of them.

In general, the expression of empathy in media discourse is quite common and relevant, because the media should be attractive and set a good example, as it is the space that people listen to and get information from. The relevance of empathy and empathetic expressions can be seen even when considering this phenomenon in a non-verbal form, for example, many athletes give fans their T-shirts, balls, etc. at live matches, showing their understanding of how much the fan needs it, showing their concern and support.



It is worth looking at a few more examples and analysing why they are empathetic statements.

*"My heartfelt condolences to the family and friends of the victims of the natural disaster."*

This statement expresses sympathy and understanding of the pain experienced by the relatives and friends of the victims. It is supportive and shows a willingness to sympathise in a time of need.

*"I can't imagine how hard it is for you, you have lost not only your home, but all the memories associated with it."*

This expresses sympathy and understanding that loss is not limited to material things, but also involves emotional connections and memories. It shows a sense of community and understanding.

*"This is a difficult situation, but we are with you. Please know that you are not alone."*

This expresses sympathy and support, as well as a sense of community in a difficult time. The severity of the situation is noted, but at the same time it is emphasised that the person is not left alone with their problems.

*"I understand that it was a difficult choice, and I am grateful for your courage in such a difficult situation."*

This expresses an understanding of the difficulty of making a decision that may be problematic or even unpopular. It expresses appreciation and support for the courage shown.

These statements demonstrate the ways in which language can express empathy and understanding in media discourse. They aim to maintain community, support and a sense of understanding in difficult situations.

It can be observed that empathic expressions are commonly used in mass media discourse to facilitate the understanding and absorption of the information being conveyed.

The media can establish a connection with their viewers or readers by using basic phrases such as "*I understand*", "*I hear*", and "*I hope*". This can demonstrate their comprehension of problems or difficulties. It is important to avoid using subjective evaluations and biased language.

As a result of this trend, there has been an increase in the popularity of media. People tend to rely more on media sources that show understanding towards a particular situation, which consequently leads to a higher level of trust in these sources.

In conclusion, this study suggests that empathy is an important factor in shaping communication within the influential domain of mass media discourse. Empathic expressions, such as tone modulation, lexical choices, and narrative framing, were found to play a vital role in engaging and connecting with diverse audiences, fostering understanding and resonance.

This examination improves our understanding of mass media dynamics and emphasizes the possibility of empathy to enhance discourse, fostering inclusivity, empathy, and ultimately, societal cohesion. Incorporating empathy into communication strategies can aid in the development of a more empathetic and interconnected world as we navigate the intricacies of the media landscape.

This investigation emphasizes the importance of empathy in mass media discourse and its various impacts on audience perceptions and societal dynamics. Media platforms have the potential to humanize issues, bridge divides, and promote empathy among individuals from diverse backgrounds by incorporating empathic expressions. This approach prioritises objectivity and clarity, promoting shared understanding and compassion, which are important for navigating complex societal challenges.

While empathy can engender connection and empathy, it also carries the risk of manipulation or exploitation if not employed with integrity. Therefore, media professionals must remain vigilant in balancing empathy with accuracy, transparency, and respect for diverse perspectives.

As we consider the future of mass media discourse, it is important to continue researching and discussing the role of empathy in shaping communication practices. By exploring the nuances of empathic expressions in various media contexts and cultural settings, we can enhance our understanding of their effectiveness and ethical implications.

In summary, empathy and empathic expressions play a central role in human interaction, fostering understanding, compassion and connection between individuals. Through the ability to recognise, understand and share the feelings of others, empathy serves as a cornerstone of emotional intelligence and social cohesion. Empathic expressions, including verbal and non-verbal cues, further enhance communication by conveying genuine concern and affirmation. By embracing empathy and practicing empathic expressions, we can cultivate stronger relationships, foster a more inclusive society, and navigate the complexities of human emotions with greater sensitivity and understanding.

Furthermore, empathy is a cornerstone of conflict resolution and peacebuilding efforts, enabling individuals to overcome differences and find common ground through mutual understanding and respect. By fostering empathy at the societal level, communities can work to address systemic inequalities, promote social justice and foster a culture of empathy and compassion.

In addition to its profound impact on interpersonal relationships, empathy holds significant implications for various aspects of society, including healthcare, education, and conflict resolution.

Empathy is also closely related to the translation profession, as empathy skills have a positive impact on interpersonal relationships within the team and with clients, and contribute to a better level of translation, allows translators to put themselves in the shoes of the people who use the language they're translating into. Empathy plays a crucial role in translation, as it enables translators to understand and convey not just the literal meaning of words, but also the cultural nuances, emotions, and intentions behind them, helps translators recognize the emotions and tone embedded in the source text. Whether it's humor, sarcasm, sadness, or excitement, empathizing with the author's intended emotional tone enables translators to choose appropriate words and expressions in the target language.

Empathy and empathic expression are not just desirable qualities, they are essential components of a thriving and interconnected society. By nurturing empathy in ourselves and others, we can create a more empathetic world where understanding, kindness and cooperation prevail, leading to greater well-being and harmony for all.

In essence, empathy enables translators to go beyond literal word-for-word translation and capture the essence of the original message while making it accessible and meaningful to speakers of another language.

## CHAPTER 2

### **2.1 Peculiarities of translating English empathic expressions in mass media discourse into Ukrainian**

In this section of the study of the peculiarities of translating empathic expressions in mass media discourse, we will focus on the world-famous online news resource BBC News. Below are examples of empathic expressions with their translation into Ukrainian, as well as an explanation of the use of empathic expressions and their translation features:

1. “I wish he would have given us the chance to help him,” says Katherine, her voice breaking [1]. — «Я бажала б, щоб він дав нам можливість допомогти йому,» — каже Кетрін, її голос тремтить.»

In this translation, the peculiarities of the empathic expression are reflected in the use of the word “wished” instead of “wanted”, which gives a more expressive connotation to the feelings. Also, the use of the word “help him” instead of “help us” emphasises Katherine’s desire to help him specifically, rather than just a general offer to help.

2. “If we knew the reason, we would solve the problem. It’s not something that we’re trying to avoid or not figure out. But there may be no warning signs: individuals don’t tell their family or friends, they don’t reach out to resources and they make that decision. And we’ll likely never know why.” [1] — «Якби ми знали причину, ми б вирішили проблему. Це не те, чого ми намагаємося уникнути або не з’ясувати. Але може не бути жодних попереджувальних знаків: люди не розповідають родині чи друзям, не звертаються до ресурсів, і вони приймають таке рішення. І ми, швидше за все, ніколи не дізнаємося, чому».

This expression shows empathy through compassion and understanding of the complexity of the situation. Translating an empathetic expression requires taking these emotional aspects into account. The translation should not only convey the literal meaning of the words, but also reproduce the tone and emotional background of the expression. It is also important to take into account cultural peculiarities and language nuances to accurately convey the compassion and understanding expressed in the source text.

3. “I think a lot of kids our age have anxiety about the world. There are constant things that aren’t getting better, and life is expensive.” [1] — «Я думаю, що багато дітей нашого віку відчують тривогу щодо світу. Є постійні речі, які не стають кращими, а життя коштує дорого».

The peculiarities of translating an empathetic expression in this statement include attention to the emotional state and realities that reflect the thoughts and feelings of children our age.

4. “We need more people to talk about it,” says Tony. “If it can happen to us, then it can happen to somebody else.” [1] — «Нам потрібно, щоб більше людей говорили про це,» — каже Тоні. «Якщо це може статися з нами, то це може статися з кимось іншим.»

This translation uses an empathetic expression that conveys a sense of compassion and understanding of the situation. The use of the phrase “If it can happen to us, it can happen to someone else” emphasises the importance of discussing the problem and supporting each other in similar situations.

5. “I regret that young people aren’t being taught enough about Shakespeare and I feel a responsibility as an actor as I believe we are the best people to teach them about his works.” [2] — «Я шкодую, що молоді люди не отримують достатньо знань про Шекспіра, і я відчуваю відповідальність як актор, оскільки вважаю, що ми — найкращі люди, щоб навчити їх його творам.»

In this translation, it was important to convey not only the meaning of the original statement, but also the emotional connection with it. For this purpose, we used words that reflect a sense of regret and responsibility, and emphasised the importance of actors in this process.

6. “I think now the aid will flow freely, and I think there will be a protection scheme for civilians, including aid workers, that will work. [US President Joe] Biden has now told [Israeli Prime Minister Benjamin] Netanyahu to open up and now they have finally relented.” [3] — «Я думаю, що зараз допомога буде надходити вільно, і я думаю, що буде створена схема захисту для цивільних осіб, включаючи працівників гуманітарних організацій, яка буде працювати. Президент США Джо

Байден зараз сказав Бенджаміну Нетаньягу відкрити доступ, і тепер вони нарешті уступили.»

In this case, it was important to convey hope and a positive attitude about the possibility of easing the situation.

7. “If you were to ask Netanyahu (and he was asked), this was done to prepare for the promised operation in Rafah... There is a second explanation, one that has been reported all over the world in every possible language. By that account, the 98th Division’s withdrawal from Khan Yunis is linked to talks for a hostage deal.” [4] — «Якщо б ви запитали Нетаньягу (і його запитали), це було зроблено для підготовки до обіцяної операції в Рафаху... Існує друге пояснення, яке було повідомлено по всьому світу на всіх можливих мовах. За цим звітом відступ 98-ї дивізії з Хан-Юнісу пов’язаний з переговорами щодо угоди з заручниками.»

The specifics of translating an empathetic expression include the use of polite forms and expressions that express sympathy or understanding for the situation or person in question. In this case, the use of phrases such as “if you had asked” and “there is another explanation” adds an empathetic tone to the expression.

8. “Everyone, anyone, no matter who you are, no matter whether you wear blue or red goggles, needs to give the former president the same rights that any of us do, which is that he’s innocent until proven guilty,” says Mr Saland, the former Manhattan prosecutor.” [5] — «Кожен, будь-хто, незалежно від того, хто ви є, незалежно від того, чи ви носите сині або червоні окуляри, повинен надати колишньому президентові ті ж права, що й усім нам, а саме, що він невинний, поки не буде доведено його вину,» — каже містер Саланд, колишній прокурор Мангеттену.»

In this case, the translator used words that emphasise general inclusiveness and empathy for all groups of people, regardless of their beliefs or views.



9. “We are human, and so our biases creep in, even when we don’t want them to,” she adds.”[5] — «Ми люди, і тому наші упередження просочуються, навіть коли ми цього не хочемо,» — додає вона.»

In this case, the translator has successfully conveyed the empathy and compassion expressed in the original statement.

10. “Who better to understand the importance of democratic representation and political engagement than those who have lived in a world where it was forbidden?” [6] — «Хто краще розуміє важливість демократичного представництва та політичної участі, ніж ті, хто жив у світі, де це було заборонено?»

In this case, the translator uses words and phrases that evoke sympathy and understanding to emphasise the importance of democracy and political participation for those who have experienced restrictions in these areas.

11. “I want to help South Koreans view North Korea’s regime and its people separately, fostering a mindset conducive to unification.” [6] — «Я хочу допомогти південнокорейцям розглядати режим Північної Кореї та її народ окремо, сприяючи утворенню менталітету, сприятливого для уніфікації.»

In this case, the word “help” was used instead of “want” to emphasise the desire to help others. Also, the word “mentality” was used to convey the idea of promoting a certain way of thinking that would facilitate unification.

12. “I just want to know what happened, why was I separated from my parents,” the 42-year-old says. “And what the scar had to do with my adoption” [7]. — «Я просто хочу знати, що сталося, чому мене відділили від моїх батьків,» — каже 42-річний.» І що має спільне шрам з моїм усиновленням».

In this case, the use of the phrases “I just want to know” and “what’s the point” helps to emphasise the importance of the information for the interlocutor and to show that the interpreter understands their feelings and desire for answers.

13. “I have always felt alone, I have always wanted to know where I belong,” says Flor. “No-one else understands this.” [7] — «Я завжди відчував себе самотнім, я завжди хотів знати, до кого я належу,» — каже Флор. «Ніхто інший не розуміє цього.»

The peculiarity of this translation is that it reproduces not only the literal meaning of the statement, but also conveys the emotional state and inner feelings of the character. The use of empathetic expressions, such as “always felt lonely” and “wanted to know where I belonged”, helps to convey the depth of feelings and emotional complexity of the statement.

14. “Probably I will never know the truth,” she says, weeks after getting the devastating news. Margarita and her colleagues have assured her that they will continue their search for answers, and for any birth relatives in El Salvador.” [7] — «Мабуть, я ніколи не дізнаюся правди,» — каже вона, тижні після отримання приголомшливих новин. Маргарита та її колеги запевнили її, що вони продовжать пошуки відповідей та будь-яких родичів по батькові в Сальвадорі.»

In this case, the translator successfully conveyed the vulnerability and uncertainty of the protagonist, as well as the promise of support and sympathy from her colleagues.

15. “I will wait for more information,” Jazmin says, “but I don’t want to be disappointed again.” [7] — «Я зачекаю на більше інформації,» — каже Жасмін, «але я не хочу знову розчаруватися.»

In this translation, the peculiarities of empathic expression are reflected through the use of the word “disappointed”, which indicates Jasmine’s feelings and emphasises her caution and desire to avoid a negative outcome. Also, the use of the word “wait”

indicates that Jasmine is willing to take time to get more information before making a decision.

16. “Don’t cry, please, I’m here now,” Flor says, as she meets her adult siblings for the very first time.” [7] — «Не плач, будь ласка, я тут зараз,» — каже Флор, коли вона вперше зустрічається зі своїми дорослими братами та сестрами».

In this case, the translator must take into account the tone and emotional nuance of the statement in order to convey the sense of support and understanding expressed through Flor’s words.

17. “I always felt there were so many holes in my story, but I don’t feel like that anymore,” Flor says, clearly relieved. She intends to return to El Salvador for another visit later this year.” [7] — «Я завжди відчувала, що в моїй історії багато прогалин, але тепер я вже не відчуваю цього,» — каже Флор, явно відчуваючи полегшення. Вона має намір повернутися до Сальвадору для ще одного візиту пізніше цього року.»

In this case, the translator has successfully conveyed Flor’s relief and confidence by using appropriate words and phrases that reflect her emotional state.

18. “I knew I was dying,” Lynn says.” [8] — «Лін каже: «Я знала, що я помираю».

In this case, the empathic expression “I knew I was dying” was translated into Ukrainian with the author’s emotional colouring and feelings in mind. The translator tried to convey not only the literal meaning of the sentence, but also its emotional content. The Ukrainian translation also preserves the tone of empathy and compassion contained in the original statement.

19. “I just remember thinking, ‘wow, that is the first time I’ve seen acknowledgment that Forest fans may have been affected by what they saw that day.’”

[8] — «Я просто пам'ятаю думку: «Вау, це перше визнання того, що фанати Форесту можуть бути постраждали від того, що вони побачили того дня».

In this case, the translator uses words and phrases that reflect the speaker's impressions and feelings to convey not only information but also an emotional state.

20. “I know how easily it could have been me who didn't come home that day, if I'd chosen to support Liverpool instead of Forest, or we had been given opposite ends that day.” [8] — «Я знаю, наскільки легко могло б статися так, що цього дня я б не повернувся додому, якби я обрав підтримувати Ліверпуль замість Форесту, або якби нас розмістили на протилежних кінцях того дня.»

In this case, the interpreter successfully conveyed a sense of risk and opportunity that could have affected the outcome if the circumstances had been different.

21. “No it is not the end for Bluey. I'm sure we have many more surprises in store for you,” she told the BBC's Nick Robinson.” [9] — «Ні, це ще не кінець для Блуї. Я впевнена, що ми маємо багато ще сюрпризів для вас,» — вона сказала журналісту BBC Ніку Робінсону.»

This translation features the use of the empathetic expression “I'm sure”, which conveys not only information but also a sense of confidence and support. It adds depth and emotional involvement to the statement, emphasising a positive attitude and hope for the future.”

22. “Is it surprising that Back to Black, director Sam Taylor-Johnson's hotly anticipated biopic of Amy Winehouse, is garnering such mixed reviews?” [10] — «Чи не дивно, що фільм “Back to Black” режисера Сема Тейлор-Джонсона, довгоочікуваний біографічний фільм про Емі Вайнхаус, збирає такі суперечливі відгуки?»

In this case, the translator used the word “strange” to convey a sense of surprise or unusualness arising from the different responses to the film. Also, the word “controversial” was used to emphasise that opinions about the film are divided.

23. “Our hearts go out to the families and loved ones of those who have been so brutally killed during such a senseless attack,” he says.” [11] — «Наші серця співчують родинам і близьким тих, хто був так жорстоко вбитий під час такої безглуздої атаки,» — він каже.»

The peculiarity of translating empathic expressions in this phrase is that it is important to convey not only the semantic load, but also the emotional tone and compassion expressed through the words “our hearts go out to you”. The Ukrainian language has its own expressions and expressiveness that allow us to convey this empathy and compassion in the best possible light.

24. “Let me assure you that we are confident that there is no ongoing risk and we are dealing with one person who is now deceased,” Commissioner Webb says. “ [11] — «Дозвольте мені запевнити вас, що ми впевнені, що немає жодної поточної загрози, і ми маємо справу з однією особою, яка зараз померла,» — заявив комісар Вебб.»

The peculiarity of translating empathic expressions in this phrase is that the translator must convey not only the literal meaning of the words, but also reproduce the tone and emotional connotation of the statement. In this case, it is important to convey the commissioner's confidence and calmness that the situation is under control, as well as to express sympathy for the deceased person.

25. “We are devoted to the defence of Israel. We will support Israel,” Mr Biden said. “We will help defend Israel and Iran will not succeed.” [12] — «Ми присвячені захисту Ізраїлю. Ми будемо підтримувати Ізраїль,» — сказав містер Байден. «Ми допоможемо захищати Ізраїль, і Іран не досягне свого.»

The peculiarity of translating empathic expressions in this phrase is that it is sometimes difficult to convey the tone or emotions contained in the original text in Ukrainian. For example, in the phrase “We are devoted to the defence of Israel”, the word “devoted” can have a connotation of devotion or passion that can be difficult to accurately convey in Ukrainian without additional contextual explanations.

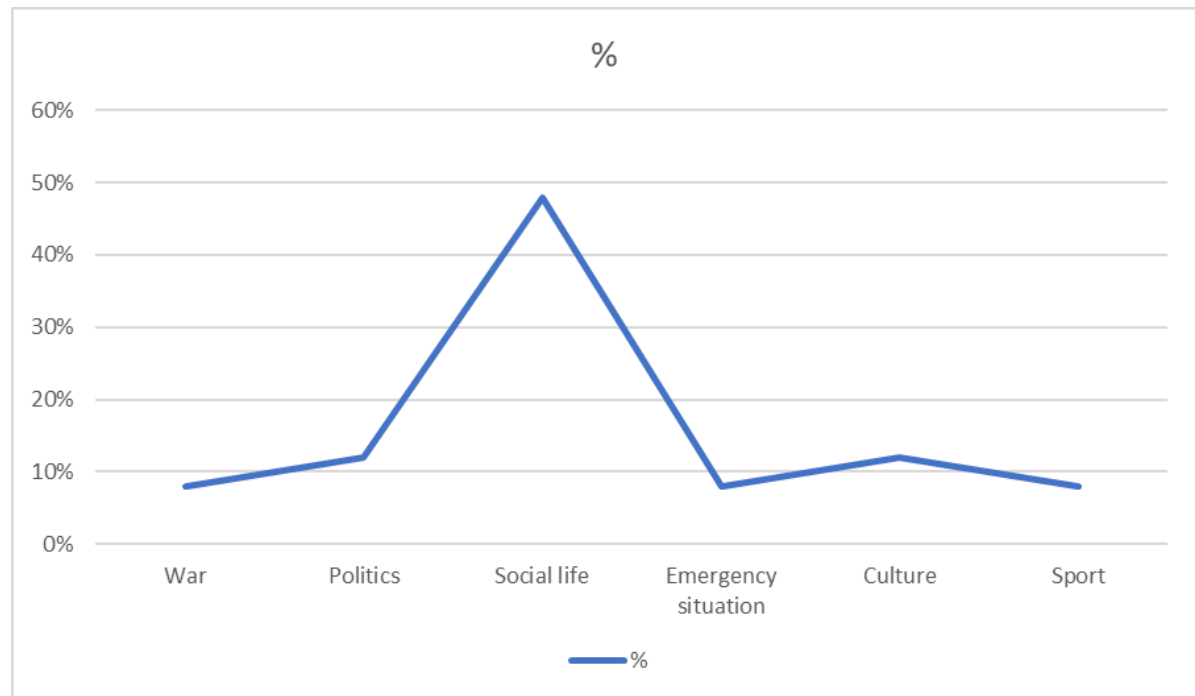
Consequently, 25 examples of emotional expressions in the following types of online news articles were analysed:

- War;
- Politics;
- Social life;
- Emergencies;
- Culture;
- Sports.

Of these, 25 statements make up 100% in percentage terms:

- war — 8%;
- politics — 12%;
- social life — 48%;
- emergency situation — 8%;
- culture — 12%;
- sport — 8%.

This can be represented in the form of a graph as follows:



So, in conclusion, empathic expressions are most often found in the context of social life, where people share their feelings, experiences, and compassion, thus showing empathy. Social life in the study makes up as much as 48% and is completely logical. In general, this section has identified the peculiarities of translating empathic phrases, namely: it has been determined that to express empathy, not only special vocabulary is needed that can express this empathy, but also a special tone and intonation that can express human empathy at the psychological level.

1. <https://www.bbc.com/news/world-us-canada-68782177>
2. <https://www.bbc.com/news/entertainment-arts-68768274>
3. <https://www.bbc.com/news/world-middle-east-68551965>
4. <https://www.bbc.com/news/world-middle-east-68768948>
5. <https://www.bbc.com/news/world-us-canada-68671730>

6. <https://www.bbc.com/news/articles/c51n8w77z9wo>

7. <https://www.bbc.com/news/articles/cgxw8n0q7k3o>

8. <https://www.bbc.com/sport/football/68663955>

9. <https://www.bbc.com/news/entertainment-arts-68795941>

<https://www.bbc.com/culture/article/20240412-the-one-thing-that-amy-winehouse-biopic-back-to-black-gets-so-right>

11. <https://www.bbc.com/news/live/world-australia-68805458/page/3>

12. <https://www.bbc.com/news/world-middle-east-68806508>



## 2.2 Translation transformations

In order to study translation transformations in mass media discourse, we used a fiction book as an example, as one of the types of press that is part of the mass media, namely Margaret Mitchell's *Gone with the Wind*. We chose this book because it is rich in empathetic statements, examples of which are given below:

1. “I like to think that perhaps I know you better than most people and that I can see beautiful things buried deep in you that others are too careless and too hurried to notice.” [527] — «Мені подобається думати, що, можливо, я знаю тебе краще, ніж більшість людей, і що я можу бачити прекрасні речі, заховані глибоко в тобі, які інші занадто недбалі і занадто поспішають помітити.»

This sentence uses anatomical paraphrase as a type of translation transformation.

2. “Well, none of us, as far as I can see, are doing what we intended to do right now, but I think we’ll make out just the same.” [1270] — «Ну, ніхто з нас, наскільки я бачу, не робить зараз того, що ми мали намір робити, але я думаю, що ми все одно з цим впораємося.»

This sentence uses anatomical paraphrase as a type of translation transformation.

3. “I can see how everything is burned and so still and there’s nothing to eat. Oh, Rhett, in my dream I’m hungry again.” [1586] — «Я бачу, як все згоріло, і так тихо, і немає нічого їсти. О, Ретте, уві сні я знову голодна.»

This sentence uses logical development paraphrase as a type of translation transformation.

4. “It must be awful to dream of starvation after a seven-course dinner including that enormous crawfish.” He smiled but his eyes were kind.” [1638] — «Це, мабуть, жахливо — мріяти про голод після вечері з семи страв, включаючи того величезного рака». Він посміхнувся, але його очі були добрими.»

In this case, an antonymic translation is used, there is no direct use of the opposite meaning of words or phrases.

5. “I forgot how you liked her and I’m sorry for what I said. I’m sorry about poor Mr. Kennedy bein’ dead too. He was a nice man” [1570] — «Я забув, як вона тобі подобалася, і мені шкода за те, що я сказав. Мені також шкода, що бідолашний містер Кеннеді помер. Він був гарною людиною.»

In this case, additions have been made, and some words have been added to ensure the logic and completeness of the statement.

6. “Yes, I’m sorry for you – sorry to see you throwing away happiness with both hands and reaching out for something that would never make you happy. I’m sorry because you are such a fool you don’t know there can’t ever be happiness except when like mates like.” [1797] — «Так, мені шкода тебе — шкода бачити, як ти обома руками відмахуєшся від щастя і тягнешся до того, що ніколи не зробить тебе щасливим. Мені шкода, бо ти такий дурень, що не знаєш, що не буває щастя, якщо не любиш тих, хто тебе любить.»

In this case, additions have been made, and some words have been added to ensure the logic and completeness of the statement.

7. “I appreciate frankness – and I thank you for it.” Rhett bowed and his lip curled down in an amused smile.” [1545] — «Я ціную відвертість і дякую вам за неї». Ретт вклонився, і його губи скривилися в забавній посмішці.»

In this case, a logical development was used, and the logical connection between ideas and events expressed in Ukrainian was preserved.

8. “Thank You, God. I know I’m not worth it but thank You for not letting her know.” [1935] — «Дякую, Боже. Я знаю, що не варта цього, але дякую Тобі, що не дав їй знати.»

In this case, some words or phrases have been omitted to bring them closer to the Ukrainian expression.

9. “I love you with all my heart.” [210] — «Я люблю тебе всім своїм серцем.»

In this case, generalisations are used, and the Ukrainian translation remains general and understandable for the Ukrainian reader, without going into the details of the English original.

10. “I couldn’t ever hate you. I tell you I love you and I know you must care about me because—” She stopped.” [228] — «Я ніколи не зможу тебе зненавидіти. Я кажу тобі, що люблю тебе і знаю, що ти повинен піклуватися про мене, тому що...» Вона зупинилася.»

In this case, generalisations are used, and the Ukrainian translation remains general and understandable for the Ukrainian reader, without going into the details of the English original.

11. “Darling, what you do, you always do for a good reason and I love you and trust you and it is not for me to criticize.” [1669] — «Любий, те, що ти робиш, ти завжди робиш з доброї причини, я люблю тебе і довіряю тобі, і не мені тебе критикувати.»

12. “But that forlorn whisper brought instant response from somewhere in the darkness beside the bed and the soft voice of the one she called made answer in lullaby tones: “I’m here, dear. I’ve been right here all the time.” [1841] — «Але цей розпачливий шепіт миттєво відгукнувся звідкись із темряви біля ліжка, і м’який голос того, кого вона кликала, відповів їй колисковою інтонацією: «Я тут, люба. Я весь час був тут.»

In this case, generalisations are used, and the Ukrainian translation remains general and understandable for the Ukrainian reader, without going into the details of the English original.

13. “Well, I give it up. But I’m sorry she didn’t ask us to supper. I swear I don’t want to go home and listen to Ma take on about us being expelled.” [27] — «Що ж, я здаюся. Але мені шкода, що вона не запросила нас на вечерю. Присягаюся, я не хочу йти додому і слухати, як мама розказуватиме про те, що нас виключили.»

In this case, generalisations are used, and the Ukrainian translation remains general and understandable for the Ukrainian reader, without going into the details of the English original.

14. “I should have told you more gently. I forgot how delicate ladies are. I’m sorry I’ve upset you so. You don’t feel faint, do you? Can I get you a glass of water?” [245] — «Я повинен був сказати тобі делікатніше. Я забув, які жінки делікатні. Вибач, що так засмутив тебе. Ви не відчуваєте слабкості? Принести вам склянку води?»

In this case, generalisations are used, and the Ukrainian translation remains general and understandable for the Ukrainian reader, without going into the details of the English original.

15. “Oh, darling, I’m sorry. How thoughtless and cruel of me!” [342] — «О, любя, пробач мені. Я була такою необачною і жорстокою!».

In this case, generalisations are used, and the Ukrainian translation remains general and understandable for the Ukrainian reader, without going into the details of the English original.

16. “Oh, Scarlett, I’m so stupid! I’m sorry. I guess all happy people are selfish. I forgot about Charlie, just for the moment—” [540] — «О, Скарлетт, я така дурна! Вибач. Напевно, всі щасливі люди егоїсти. я забула про Чарлі, лише на мить.»

In this case, generalisations are used, and the Ukrainian translation remains general and understandable for the Ukrainian reader, without going into the details of the English original.

17. “Dear,” she said, “I’m sorry about the cannon. It’s toward Jonesboro, isn’t it?” [666]. — «Любий, — сказала вона, — вибач за гармату. Вона в напрямку Джонсборо, чи не так?»

In this case, generalisation is used, where the pronoun it is replaced by the pronoun she in Ukrainian.

18. “I’m sorry, dear. But promise me. I think it’ll be today. I’m sure it’ll be today. Please promise me.” [667] — «Вибач, любя. Але пообіцяй мені. Думаю, це буде сьогодні. Я впевнена, що це буде сьогодні. Будь ласка, пообіцяй мені.»

In this case, generalisation is used to change the gender of the word “dear” from masculine to feminine.

19. “I’m sorry about your ma, Miss Scarlett.” [924] — «Мені шкода вашу маму, міс Скарлетт».

In this case, the generalisation of the word “ma” is used.

20. “I’m sorry, Miss Scarlett,” and he shuffled his feet nervously. “The truth is I wanted to take up something with your pa and now I see it won’t do any good.” [924] — «Вибачте, міс Скарлетт», — і він нервово затупотів ногами. «Правда в тому, що я хотів затіяти якусь справу з вашим татом, а тепер бачу, що з цього нічого не вийде».

In this case, transposition was used, the general structure of the sentence was preserved, but the order of words and constructions was changed for better reproduction in Ukrainian.

21. “Can you? It’s nice to learn unsuspected things about friends. Now, stop pouting, Scarlett. I’m sorry I was rude but you deserved it for prying. Give me a smile and let’s be pleasant for a minute or two before I take up an unpleasant subject.” [1467] — «А ти можеш? Приємно дізнаватися про друзів несподівані речі. Перестань дутися, Скарлетт. Вибач, що був грубим, але ти заслужила на це за свою допитливість. Посміхнись мені, і давай побудемо приємними хвилину-другу, перш ніж я перейду до неприємної теми».

In this case, additions have been made, and some words have been added to ensure the logic and completeness of the statement.

22. “I’m sorry I called you a spy and a fool. I did not understand. I’m deeply grateful for what you’ve done for Ashley – but I despise you just the same.” [1545] — «Вибач, що назвав тебе шпигуном і дурнем. Я не розуміла. Я глибоко вдячна за те, що ти зробив для Ешлі, але я все одно тебе зневажаю».

In this case, a logical development was used, and the logical connection between ideas and events expressed in Ukrainian was preserved.

23. “Don’t freeze me, please, Miz Wilkes. I couldn’t stand it after you been so kind and sweet to me. I forgot how you liked her and I’m sorry for what I said. I’m sorry about poor Mr. Kennedy bein’ dead too. He was a nice man. I used to buy some of the stuff for my house from him and he always treated me pleasant.” [1570] — «Не ігноруйте мене, будь ласка, пані Вілкс. Я не міг цього витримати після того, як ви були такі добрі і милі зі мною. Я забула, як вона вам подобалася, і прошу вибачення за те, що сказала. Мені також шкода, що бідолашний містер Кеннеді

помер. Він був гарною людиною. Я купував у нього деякі речі для свого будинку, і він завжди добре до мене ставився»

In this case, a distinction has been made, and some expressions have been changed to better distinguish between concepts and images in Ukrainian.

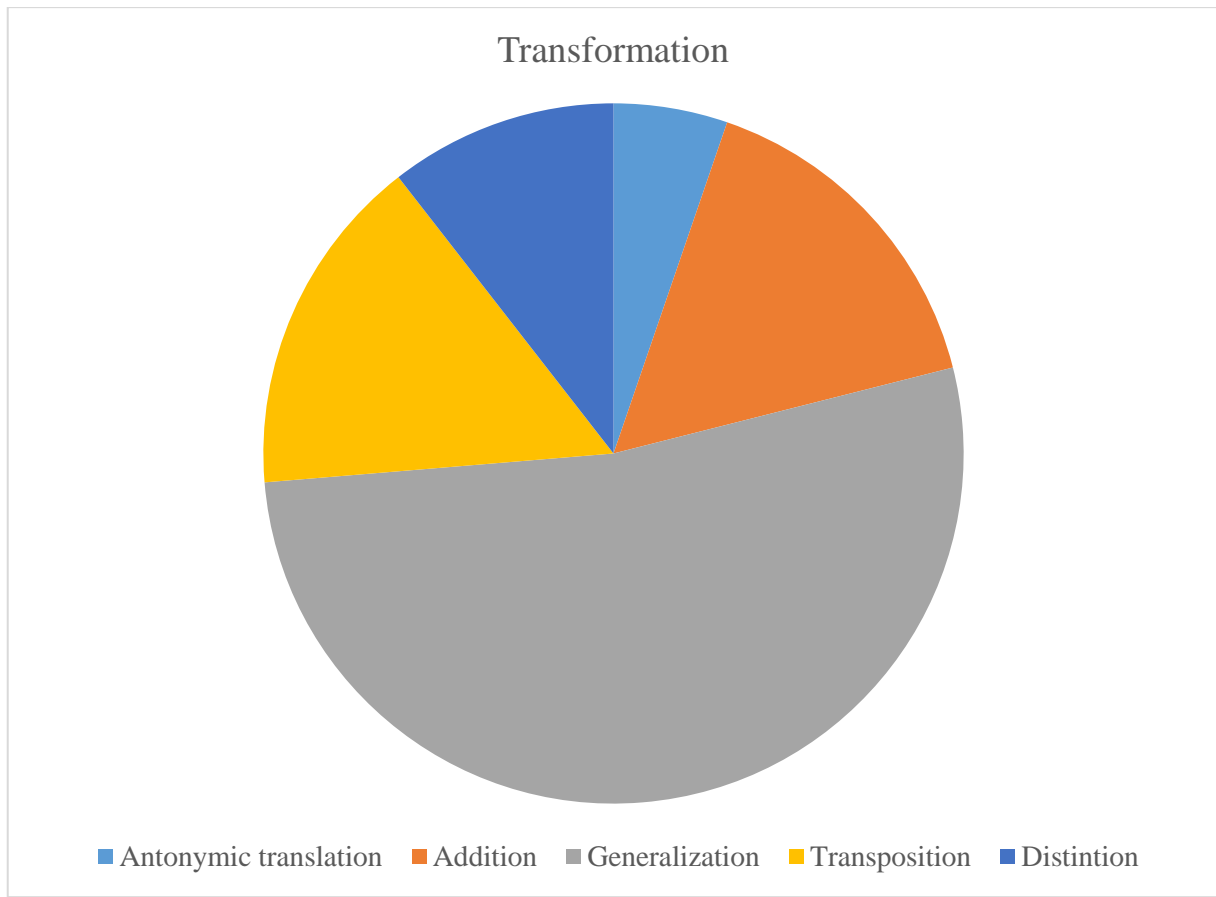
24. “Scarlett, I’m sorry. All I can say is that I wish you’d let me hire free darkies instead of using convicts. I believe I could do better.” [1708] — «Скарлетт, мені шкода. Все, що я можу сказати, це те, що я хотів би, щоб ти дозволила мені найняти вільних темношкірих замість того, щоб використовувати в'язнів. Я вважаю, що міг би зробити краще.»

In this case, a distinction was made, and some expressions were changed to better distinguish between concepts and images in Ukrainian.

25. “My darling, you’re such a child. You think that by saying, ‘I’m sorry,’ all the errors and hurts of years past can be remedied, obliterated from the mind, all the poison drawn from old wounds. . . . Take my handkerchief, Scarlett. Never, at any crisis of your life, have I known you to have a handkerchief.” — «Мій любий, ти ще дитина. Ти думаєш, що, сказавши «вибач», можна виправити всі помилки і образи минулих років, стерти з пам'яті, витягти отруту зі старих ран. . . . Візьми мою хустинку, Скарлетт. Ніколи, в жодній кризовій ситуації твого життя, я не бачив, щоб у тебе була хустинка».

In this case, the Ukrainian translation remains accessible and understandable for the Ukrainian reader without delving into the specifics of the English original. The use of generalisations is evident.

The percentage of each translational transformation present in the submitted empathic expressions can be visualised thanks to the diagram below:



So, as we can see in the examples above, generalisation is most commonly used in these empathetic examples.

Different methods and transformations are utilized to translate empathetic statements. Research has indicated that specific methods and transformations are more prevalent than others, contingent on the subject matter and media discussion. Appreciating these trends is crucial for precise translation of empathetic statements.

This data can be used to improve the accuracy and quality of translations.

Also, summarizing all the examples and percentage charts, you can understand that the majority of empathetic expressions do not lose their original meaning, but on the contrary, add appropriate words to improve the content and emotion of the expression.



In conclusion, due to differences in linguistic structures, cultural nuances and idiomatic usage between languages, the translation of emphatic expressions into Ukrainian is a multifaceted challenge. This exploration has delved into the complexities encountered when conveying emphatic meanings, such as intensity, emphasis, and emotional resonance, from one language to another.

Translators should take into account the subtleties of emphasis, intensity, and emotion that are inherent in expressions to ensure accurate interpretation and effective communication. Strategies such as paraphrasing, cultural adaptation, and contextual adjustments are important in bridging the gap between languages while maintaining the intended emphasis.

Moreover, it is important to understand the cultural and social contexts related to emphatic expressions when translating accurately. These factors can affect how the translated text is interpreted and received.

Faced with these challenges, translators must use a combination of linguistic skills, cultural competence and creative problem solving to successfully navigate the intricacies of translating emphatic expressions into Ukrainian. In doing so, they can strive to convey the intended meaning and emotional resonance of the original text while maintaining linguistic integrity and cultural authenticity.

In addition to the linguistic and cultural challenges discussed, the translation of emphatic expressions into Ukrainian often necessitates various transformational strategies to capture the intended emphasis and intensity effectively. These translation transformations encompass a range of techniques aimed at adapting the structure, syntax, and wording of the source text to convey the desired emphatic meaning in the target language.

All these elements contribute to the improvement of the translation and help to successfully convey the content of empathic expressions during translation

## CONCLUSIONS

In exploring the phenomenon of empathetic expressions in English-language media discourse when translated into Ukrainian, several key findings have emerged, shedding light on the intricacies of linguistic and cultural transfer. Through meticulous analysis, it becomes evident that while some empathetic expressions maintain their intended emotive resonance across translations, others undergo subtle shifts or even loss of emotional depth due to linguistic disparities and cultural nuances between English and Ukrainian.

The research unearthed a nuanced interplay between linguistic structures and cultural conventions, highlighting the importance of context in shaping the interpretation and reception of empathetic expressions. While certain lexical choices and syntactic patterns proved conducive to preserving empathy in translation, discrepancies in idiomatic usage and cultural references posed significant challenges, potentially diluting the emotional impact of the original discourse.

Moreover, the study illuminated the dynamic nature of empathy within media discourse, indicating its role not only in fostering understanding and connection but also in shaping perceptions and attitudes. As such, the translation of empathetic expressions assumes heightened significance, not merely as a linguistic exercise but as a conduit for cross-cultural empathy and communication.

This research prompts further exploration into strategies for enhancing the fidelity of empathetic expression in translation, leveraging insights from linguistic theory, cultural studies, and computational linguistics. Additionally, it underscores the need for heightened awareness among translators and media practitioners regarding the subtle nuances of empathy across languages and cultures, with implications for fostering more inclusive and empathetic communication in an increasingly interconnected global landscape.

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## ANNEX

<p>“I wish he would have given us the chance to help him,” says Katherine, her voice breaking</p>	<p>«Я бажала б, щоб він дав нам можливість допомогти йому,» — каже Кетрін, її голос тремтить.»</p>
<p>“If we knew the reason, we would solve the problem. It’s not something that we’re trying to avoid or not figure out. But there may be no warning signs: individuals don’t tell their family or friends, they don’t reach out to resources and they make that decision. And we’ll likely never know why.”</p>	<p>«Якби ми знали причину, ми б вирішили проблему. Це не те, чого ми намагаємося уникнути або не з’ясувати. Але може не бути жодних попереджувальних знаків: люди не розповідають родині чи друзям, не звертаються до ресурсів, і вони приймають таке рішення. І ми, швидше за все, ніколи не дізнаємося, чому».</p>
<p>“I think a lot of kids our age have anxiety about the world. There are constant things that aren’t getting better, and life is expensive.”</p>	<p>«Я думаю, що багато дітей нашого віку відчують тривогу щодо світу. Є постійні речі, які не стають кращими, а життя коштує дорого».</p>
<p>“We need more people to talk about it,” says Tony. “If it can happen to us, then it can happen to somebody else.”</p>	<p>«Нам потрібно, щоб більше людей говорили про це,» — каже Тоні. «Якщо це може статися з нами, то це може статися з кимось іншим.»</p>
<p>“I regret that young people aren’t being taught enough about Shakespeare and I feel a responsibility as an actor as I believe we are the best people to teach them about his works.”</p>	<p>«Я шкодую, що молоді люди не отримують достатньо знань про Шекспіра, і я відчуваю відповідальність як актор, оскільки вважаю, що ми — найкращі люди, щоб навчити їх його творам.»</p>
<p>“I think now the aid will flow freely, and I think there will be a protection scheme for civilians, including aid workers, that will work. [US President Joe] Biden has now told [Israeli Prime Minister Benjamin] Netanyahu to open up and now they have finally relented.”</p>	<p>«Я думаю, що зараз допомога буде надходити вільно, і я думаю, що буде створена схема захисту для цивільних осіб, включаючи працівників гуманітарних організацій, яка буде працювати. Президент США Джо Байден зараз сказав Бенджаміну Нетаньягу відкрити доступ, і тепер вони нарешті уступили.»</p>
<p>“If you were to ask Netanyahu (and he was asked), this was done to prepare for the promised operation in Rafah... There is a second explanation, one that has been</p>	<p>«Якщо б ви запитали Нетаньягу (і його запитали), це було зроблено для підготовки до обіцяної операції в Рафаху... Існує друге пояснення, яке</p>

<p>reported all over the world in every possible language. By that account, the 98th Division’s withdrawal from Khan Yunis is linked to talks for a hostage deal.”</p>	<p>було повідомлено по всьому світу на всіх можливих мовах. За цим звітом відступ 98-ї дивізії з Хан-Юнісу пов’язаний з переговорами щодо угоди з заручниками.»</p>
<p>“Everyone, anyone, no matter who you are, no matter whether you wear blue or red goggles, needs to give the former president the same rights that any of us do, which is that he’s innocent until proven guilty,” says Mr Saland, the former Manhattan prosecutor.”</p>	<p>«Кожен, будь-хто, незалежно від того, хто ви є, незалежно від того, чи ви носите сині або червоні окуляри, повинен надати колишньому президентові ті ж права, що й усім нам, а саме, що він невинний, поки не буде доведено його вину,» — каже містер Саланд, колишній прокурор Мангеттену.»</p>
<p>“We are human, and so our biases creep in, even when we don’t want them to,” she adds.”</p>	<p>«Ми люди, і тому наші упередження просочуються, навіть коли ми цього не хочемо,» — додає вона.»</p>
<p>“Who better to understand the importance of democratic representation and political engagement than those who have lived in a world where it was forbidden?”</p>	<p>«Хто краще розуміє важливість демократичного представництва та політичної участі, ніж ті, хто жив у світі, де це було заборонено?»</p>
<p>“I want to help South Koreans view North Korea’s regime and its people separately, fostering a mindset conducive to unification.”</p>	<p>«Я хочу допомогти південнокорейцям розглядати режим Північної Кореї та її народ окремо, сприяючи утворенню менталітету, сприятливого для уніфікації.»</p>
<p>“I just want to know what happened, why was I separated from my parents,” the 42-year-old says. “And what the scar had to do with my adoption”</p>	<p>«Я просто хочу знати, що сталося, чому мене відділили від моїх батьків,» — каже 42-річний.» І що має спільне шрам з моїм усиновленням».</p>
<p>“I have always felt alone, I have always wanted to know where I belong,” says Flor. “No-one else understands this.”</p>	<p>«Я завжди відчував себе самотнім, я завжди хотів знати, до кого я належу,» — каже Флор. «Ніхто інший не розуміє цього.»</p>
<p>“Probably I will never know the truth,” she says, weeks after getting the devastating news. Margarita and her colleagues have assured her that they will continue their search for answers, and for any birth relatives in El Salvador.”</p>	<p>«Мабуть, я ніколи не дізнаюся правди,» — каже вона, тижні після отримання приголомшливих новин. Маргарита та її колеги запевнили її, що вони продовжать пошуки відповідей та будь-яких родичів по батькові в Сальвадорі.»</p>



<p>“I will wait for more information,” Jazmin says, “but I don’t want to be disappointed again.”</p>	<p>«Я зачекаю на більше інформації,» — каже Жасмін, «але я не хочу знову розчаруватися.»</p>
<p>“Don’t cry, please, I’m here now,” Flor says, as she meets her adult siblings for the very first time.”</p>	<p>«Не плач, будь ласка, я тут зараз,» — каже Флор, коли вона вперше зустрічається зі своїми дорослими братами та сестрами».</p>
<p>“I always felt there were so many holes in my story, but I don’t feel like that anymore,” Flor says, clearly relieved. She intends to return to El Salvador for another visit later this year.”</p>	<p>«Я завжди відчувала, що в моїй історії багато прогалин, але тепер я вже не відчуваю цього,» — каже Флор, явно відчуваючи полегшення. Вона має намір повернутися до Сальвадору для ще одного візиту пізніше цього року.»</p>
<p>“I knew I was dying,” Lynn says.”</p>	<p>«Лін каже: «Я знала, що я помираю».</p>
<p>“I just remember thinking, ‘wow, that is the first time I’ve seen acknowledgment that Forest fans may have been affected by what they saw that day.’”</p>	<p>«Я просто пам’ятаю думку: «Вау, це перше визнання того, що фанати Форесту можуть бути постраждали від того, що вони побачили того дня».</p>
<p>“I know how easily it could have been me who didn’t come home that day, if I’d chosen to support Liverpool instead of Forest, or we had been given opposite ends that day.”</p>	<p>«Я знаю, наскільки легко могло б статися так, що цього дня я б не повернувся додому, якби я обрав підтримувати Ліверпуль замість Форесту, або якби нас розмістили на протилежних кінцях того дня.»</p>
<p>“No it is not the end for Bluey. I’m sure we have many more surprises in store for you,” she told the BBC’s Nick Robinson.”</p>	<p>«Ні, це ще не кінець для Блуї. Я впевнена, що ми маємо багато ще сюрпризів для вас,» — вона сказала журналісту BBC Ніку Робінсону.»</p>
<p>“Is it surprising that Back to Black, director Sam Taylor-Johnson’s hotly anticipated biopic of Amy Winehouse, is garnering such mixed reviews?”</p>	<p>«Чи не дивно, що фільм “Back to Black” режисера Сема Тейлор-Джонсона, довгоочікуваний біографічний фільм про Емі Вайнхаус, збирає такі суперечливі відгуки?»</p>
<p>“Our hearts go out to the families and loved ones of those who have been so brutally killed during such a senseless attack,” he says.”</p>	<p>«Наші серця співчують родинам і близьким тих, хто був так жорстоко вбитий під час такої безглуздої атаки,» — він каже.»</p>
<p>“Let me assure you that we are confident that there is no ongoing risk and we are dealing with one person who is now deceased,” Commissioner Webb says. “</p>	<p>«Дозвольте мені запевнити вас, що ми впевнені, що немає жодної поточної загрози, і ми маємо справу з однією особою, яка зараз померла,» — заявив</p>

	комісар Вебб.»
“We are devoted to the defence of Israel. We will support Israel,” Mr Biden said. “We will help defend Israel and Iran will not succeed.”	«Ми присвячені захисту Ізраїлю. Ми будемо підтримувати Ізраїль,» — сказав містер Байден. «Ми допоможемо захищати Ізраїль, і Іран не досягне свого.»
“I wish he would have given us the chance to help him,” says Katherine, her voice breaking	«Я бажала б, щоб він дав нам можливість допомогти йому,» — каже Кетрін, її голос тремтить.»
“If we knew the reason, we would solve the problem. It’s not something that we’re trying to avoid or not figure out. But there may be no warning signs: individuals don’t tell their family or friends, they don’t reach out to resources and they make that decision. And we’ll likely never know why.”	«Якби ми знали причину, ми б вирішили проблему. Це не те, чого ми намагаємося уникнути або не з’ясувати. Але може не бути жодних попереджувальних знаків: люди не розповідають родині чи друзям, не звертаються до ресурсів, і вони приймають таке рішення. І ми, швидше за все, ніколи не дізнаємося, чому».
“I think a lot of kids our age have anxiety about the world. There are constant things that aren’t getting better, and life is expensive.”	«Я думаю, що багато дітей нашого віку відчувають тривогу щодо світу. Є постійні речі, які не стають кращими, а життя коштує дорого».
“We need more people to talk about it,” says Tony. “If it can happen to us, then it can happen to somebody else.”	«Нам потрібно, щоб більше людей говорили про це,» — каже Тоні. «Якщо це може статися з нами, то це може статися з кимось іншим.»
“I regret that young people aren’t being taught enough about Shakespeare and I feel a responsibility as an actor as I believe we are the best people to teach them about his works.”	«Я шкодую, що молоді люди не отримують достатньо знань про Шекспіра, і я відчуваю відповідальність як актор, оскільки вважаю, що ми — найкращі люди, щоб навчити їх його творам.»
“I think now the aid will flow freely, and I think there will be a protection scheme for civilians, including aid workers, that will work. [US President Joe] Biden has now told [Israeli Prime Minister Benjamin] Netanyahu to open up and now they have finally relented.”	«Я думаю, що зараз допомога буде надходити вільно, і я думаю, що буде створена схема захисту для цивільних осіб, включаючи працівників гуманітарних організацій, яка буде працювати. Президент США Джо Байден зараз сказав Бенджаміну Нетаньягу відкрити доступ, і тепер вони нарешті уступили.»

<p>“If you were to ask Netanyahu (and he was asked), this was done to prepare for the promised operation in Rafah... There is a second explanation, one that has been reported all over the world in every possible language. By that account, the 98th Division’s withdrawal from Khan Yunis is linked to talks for a hostage deal.”</p>	<p>«Якщо б ви запитали Нетаньягу (і його запитали), це було зроблено для підготовки до обіцяної операції в Рафаху... Існує друге пояснення, яке було повідомлено по всьому світу на всіх можливих мовах. За цим звітом відступ 98-ї дивізії з Хан-Юнісу пов’язаний з переговорами щодо угоди з заручниками.»</p>
<p>“Everyone, anyone, no matter who you are, no matter whether you wear blue or red goggles, needs to give the former president the same rights that any of us do, which is that he’s innocent until proven guilty,” says Mr Saland, the former Manhattan prosecutor.</p>	<p>«Кожен, будь-хто, незалежно від того, хто ви є, незалежно від того, чи ви носите сині або червоні окуляри, повинен надати колишньому президентові ті ж права, що й усім нам, а саме, що він невинний, поки не буде доведено його вину,» — каже містер Саланд, колишній прокурор Мангеттену.»</p>
<p>“We are human, and so our biases creep in, even when we don’t want them to,” she adds.”</p>	<p>«Ми люди, і тому наші упередження просочуються, навіть коли ми цього не хочемо,» — додає вона.»</p>
<p>“Who better to understand the importance of democratic representation and political engagement than those who have lived in a world where it was forbidden?”</p>	<p>«Хто краще розуміє важливість демократичного представництва та політичної участі, ніж ті, хто жив у світі, де це було заборонено?»</p>
<p>“I want to help South Koreans view North Korea’s regime and its people separately, fostering a mindset conducive to unification.”</p>	<p>«Я хочу допомогти південнокорейцям розглядати режим Північної Кореї та її народ окремо, сприяючи утворенню менталітету, сприятливого для уніфікації.»</p>
<p>“I just want to know what happened, why was I separated from my parents,” the 42-year-old says. “And what the scar had to do with my adoption”</p>	<p>«Я просто хочу знати, що сталося, чому мене відділили від моїх батьків,» — каже 42-річний.» І що має спільне шрам з моїм усиновленням.»</p>
<p>“I have always felt alone, I have always wanted to know where I belong,” says Flor. “No-one else understands this.”</p>	<p>«Я завжди відчував себе самотнім, я завжди хотів знати, до кого я належу,» — каже Флор. «Ніхто інший не розуміє цього.»</p>
<p>“Probably I will never know the truth,” she says, weeks after getting the devastating news. Margarita and her</p>	<p>«Мабуть, я ніколи не дізнаюся правди,» — каже вона, тижні після отримання приголомшливих новин.</p>

<p>colleagues have assured her that they will continue their search for answers, and for any birth relatives in El Salvador.”</p>	<p>Маргарита та її колеги запевнили її, що вони продовжать пошуки відповідей та будь-яких родичів по батькові в Сальвадорі.»</p>
<p>“I will wait for more information,” Jazmin says, “but I don’t want to be disappointed again.”</p>	<p>«Я зачекаю на більше інформації,» — каже Жасмін, «але я не хочу знову розчаруватися.»</p>
<p>“Don’t cry, please, I’m here now,” Flor says, as she meets her adult siblings for the very first time.”</p>	<p>«Не плач, будь ласка, я тут зараз,» — каже Флор, коли вона вперше зустрічається зі своїми дорослими братами та сестрами».</p>
<p>“I always felt there were so many holes in my story, but I don’t feel like that anymore,” Flor says, clearly relieved. She intends to return to El Salvador for another visit later this year.”</p>	<p>«Я завжди відчувала, що в моїй історії багато прогалин, але тепер я вже не відчуваю цього,» — каже Флор, явно відчуваючи полегшення. Вона має намір повернутися до Сальвадору для ще одного візиту пізніше цього року.»</p>
<p>“I knew I was dying,” Lynn says.”</p>	<p>«Лін каже: «Я знала, що я помираю.»</p>
<p>“I just remember thinking, ‘wow, that is the first time I’ve seen acknowledgment that Forest fans may have been affected by what they saw that day.’”</p>	<p>«Я просто пам’ятаю думку: «Вау, це перше визнання того, що фанати Форесту можуть бути постраждалі від того, що вони побачили того дня.»</p>
<p>“I know how easily it could have been me who didn’t come home that day, if I’d chosen to support Liverpool instead of Forest, or we had been given opposite ends that day.”</p>	<p>«Я знаю, наскільки легко могло б статися так, що цього дня я б не повернувся додому, якби я обрав підтримувати Ліверпуль замість Форесту, або якби нас розмістили на протилежних кінцях того дня.»</p>
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## РЕЗЮМЕ

Дослідження проявів емпатії та емпатійних висловлень в мас медійному дискурсі, актуальність емпатійних висловлень у обраному дискурсі, їх переваги та недоліки. Розгляд особливостей перекладу та перекладацьких трансформацій емпатійних висловлень українською мовою. Статистика щодо перекладу та перекладацьких трансформацій емпатійних висловлень у мас медіа.

*Ключові слова: Емпатія, емпатійні висловлення, мас медіа.*