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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

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

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

студент 4 курсу Па 05-20 групи, факультету германської філології і перекладу КНЛУ спеціальності 035 Філологія, спеціалізації 035.041 Германські мови та літератури (переклад включно), перша – англійська, освітня програма Англійська мова і друга іноземна мова: усний і письмовий переклад

Тема роботи «Відтворення комунікативних стратегій і тактик впливу в англо-українському перекладі (на матеріалі промов Амаль Клуні)»

Науковий керівник кандидат філологічних наук, доцент Катерина Петрівна Никитченко

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Графік виконання курсової роботи з перекладу

№ п/п	Найменування частин та план курсової роботи	Терміни звіту про виконання	Відмітка про виконання
1.	Аналіз наукових першоджерел і написання теоретичної частини курсової роботи (розділ 1)	1–5 листопада 2023 р.	
2.	Аналіз дискурсу, який досліджується, на матеріалі фрагмента тексту; проведення перекладацького аналізу матеріалу дослідження і написання практичної частини курсової роботи (розділ 2)	7–11 лютого 2024 р.	
3.	Написання вступу і висновків дослідження, оформлення курсової роботи і подача завершеної курсової роботи науковому керівнику для попереднього перегляду	28–31 березня 2024 р.	
4.	Оцінювання курсових робіт науковими керівниками , підготовка студентами презентацій до захисту курсової роботи	25–30 квітня 2024 р.	
5.	Захист курсової роботи (за розкладом деканату)	2–13 травня 2024 р.	

Науковий керівник _____ (підпис)

Студент _____ (підпис)

РЕЦЕНЗІЯ НА КУРСОВУ РОБОТУ З ПЕРЕКЛАДУ З АНГЛІЙСЬКОЇ МОВИ

студента(ки) 4 курсу групи Па 05-20 факультету германської філології і перекладу КНЛУ спеціальності 035 Філологія, спеціалізації 035.041 Германські мови та літератури (переклад включно), перша – англійська, освітня програма Англійська мова і друга іноземна мова: усний і письмовий переклад

Вакулюк Анастасія Євгенівна

(ПІБ студента)

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

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

Усього набрано балів: _____

Оцінка:

«До захисту»

_____ (42-70 балів)

_____ (підпис керівника)

«На доопрацювання»

_____ (0-41 балів)

_____ (підпис керівника)

” ” _____ 2024 р.

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INTRODUCTION

Communication is an integral part and a distinguishable feature of human society. This sort of interaction whether it is a one-way or two-way communication shapes and changes people's minds shaping an outer world and bringing novelties in all spheres of life. Furthermore, it serves to content people's needs by discussion of different ideas, suggestions and sometimes climaxing in an argument where the one who consistently and persuasively speak her/his mind is the ultimate winner of the disagreement. Yet, for the most part communication alone is able to settle all troubles, find all possible solutions and address problems under consideration. That is why profound research of this phenomenon is a prerequisite to proper understanding and building of a successful message exchange scheme let alone the fact that translation peculiarities of these texts are of high importance for translators who frequently come across with persuasive discourses (e.g. political, public, rhetorical) while performing translation of public addresses and speeches.

The term paper **is focused on** the representation of communicative strategies and influence tactics in English-Ukrainian translation based on Amal Clooney's speeches as well as general identification and classification of the former.

The notion of communicative strategies and influence tactics is not completely new since a considerable number of academic works touch upon this field of rhetorical discourse. **The theoretical basis** of the above-mentioned notion is represented by foreign and domestic researchers such as T. A. van Dijk ("Discourse and Context: A Socio-cognitive Approach"), T. A. van Dijk and W. Kinch ("Strategies of Discourse Comprehension"), J. Curran and D. Hesmondhalph ("Media and Society: Edition 6"), V. Burbelo ("Communicative Strategies. Practical Training"), S. Darien and O. Ilchenko ("Impact: Writing for business, Technology, and Science"), T. A. Pasternak ("Communicative Strategy as Constitutive Discourse Characteristic"), O. V. Derpak ("The confrontational and conversational genres: communicative-pragmatic and linguistic aspect"), Kh. B. Melko ("Nature of Communicative Strategies and Tactics: Linguistic Approach") and others.

The rational for the study lies in challenges of representation of the phenomena in the text when it has undergone some translation transformations during English-Ukrainian translation. From the standpoint of translation study, implicature and messages/speeches with implicative bits have tendency to be a hardship for a translator since the translation has to reflect a convincing scheme of the speech with minimal losses and with a proper representation of communicative strategies and influence tactics. Thus, researching of the ways to convey persuasive parts of the message enables us to shed the light on the problem and its solution.

The aim of the research is to study the peculiarities of representation of communicative strategies and influence tactics in English-Ukrainian translations of Amal Clooney's speeches.

The solution for the aim will be held in the following objectives:

1. to study the approaches of the research of communicative strategies and influence tactics in rhetorical discourse;
2. to review and defining ways of representation of communicative strategies and influence tactics in English-Ukrainian translation of Amal Clooney's speeches;
3. to analyse peculiarities of the rhetorical discourse and review the chosen material in the relevance to it;
4. to analyse and present the results of the research.

The **object** is communicative strategies and influence tactics in speeches delivered by Amal Clooney and published in online magazines.

The **subject** of the research is the representation of communicative strategies and influence tactics in Amal Clooney's speeches.

The **data sources** are 50 units of communicative strategies and influence tactics found in Amal Clooney's addresses posted in online magazine "Elle" and on the website "Clooney Foundation for Justice".

Research methods include comparative method, translation and discourse analyses, descriptive method, method of quantitative counts, method of analysis, method of continuous sampling.

The theoretical and practical value of the research lies in finding different

definitions and classifications of communicative strategies and influence tactics and ways of their representation in translated speeches; enriching and widening translation possibilities of the texts of the rhetorical discourse; feasible utilization of translated units of cliché expressions with CS and IT in further translator's work.

The structure of the research includes introduction with the outline of the research, Chapter 1 with research of communicative strategies and influence tactics, their translation and the analysis of rhetorical discourse; Chapter 2 with 50 units that represent communicative strategies and influence tactics in English-Ukrainian translation of the speeches and their comparison, Conclusion with the results of research, Bibliography list, List of reference sources, List of data sources, Annex and Resume.

CHAPTER 1

COMMUNICATIVE STRATEGIES AND INFLUENCE TACTICS AS LINGUISTIC PHENOMENA AND TRANSLATION CHALLENGE

1.1 Notions and classifications of communicative strategies and influence tactics

Throughout history communicative strategies (CS) and influence tactics (IT) have been in great demand among public figures such as political leaders, entrepreneurs, actors and singers as a way of an effective distribution of their views and beliefs aimed at specific listener's circle. Apparently, these means are considered to be more efficient than any kind of forced or violent acts designed to persuade a group of people or make them do something they are against to for professionally used subtle verbal and non-verbal means have substantial effect on people's conscience. Unsurprisingly, it is said that "Torturing the bodies is less effective than shaping the minds. And minds are shaped in the process of social production of meaning. The key source for the social production of meaning is socialized communication" [7: 83]. And socialized communication is an inherent part of even one-way types of communication including speeches.

Communicative strategy is a set of actions which has a certain aim and is executed with the help of deliberately chosen lexical units and other non-verbal elements to meet a peculiar goal set by the speaker and to reach a definite group of people. At the same time A. van Dijk identifies communicative strategy as a feature of cognitive plans that represent the overall organization of a certain sequence of communicative actions and include a goal or goals of interaction, the realization of which involves several ways, the choice of which is regulated by communicative strategy [8]. In regard to other takes on this phenomenon, we can observe the similarity in the core of the definitions but still with slight variations. It is claimed to be "understood as the main line of speech behaviour within a particular communicative event, which is determined by the overall goal of communication, the situational context and the perception of the addressee" [24: 109]. In his turn D. Levi states that communicative strategy may be defined as cognitive process of speaker's correlation of the communicative purpose with definite language means of

expression [18: 197].

Given the definitions mentioned above, we can remark that a prerequisite for choosing right communicative strategy is complete speaker's understanding of the goal, event at which the address will be presented and, undoubtedly, audience (listener's age, level of knowledge of the issue addressed and their needs). These features lay a solid foundation for a further preparation of lexical and grammatical means and for a construction of the text of conversation/speech itself. When some researchers including Tannen D. agree on the fact that CS is chosen deliberately, others are assured that it "has property of automaticity and is not realized by communicators" [1: URL].

Communicative competence plays an equally important role in CS. The former is distinguished as an ability of an individual to reach communicative goal utilizing acquired knowledge (e.g. in elocution and eloquence) and an ability to act within the set context. However, it is important to mention that CS is also dependent on recipient's perception, thus, to properly share a specific message, a speaker must adjust chosen means and foresee possible reaction of the audience after delivering the message avoiding prejudice, subjectivity, inaccuracies, negative ambiguities and probable misunderstanding in their speeches.

Naturally, CSs involve some markers that function as a building material intertwining with the text, making it coherent and vivid and enhancing the strength of words. However, they have different representations at different language levels. The **markers of CSs** can be defined as follows:

- 1) connotative meanings of words, particles, repetitions, cliché, nominees of communicative participants, performances (at the semantic level);
- 2) syntactic constructions of the corresponding modality, phraseologised sentences, syntactic synonyms, transposition of syntactic structures, syntactic stylistic figures (parallelism, gradation, anaphor, epiphora, etc.) (at the lexical and grammatical levels) [20: 162].

On the subject of CS's classification researchers cannot settle for one peculiar variant because of the abundance of approaches, contexts and discourses each speaker

considers when trying to pursue a desired objection implying various CSs. Since many factors are involved in the preceding decision-making processes, the classifications can slightly vary and be distinct from one another. Nonetheless, one may note the communicative strategies which are commonly used. They are as follows:

- 1) Reasoning – the speaker provides an interlocutor/audience with already known data or expert opinion that with the help of the markers of CS (using such common subordinating conjunctions as *so that, because, as, since, thus, so, that’s why*; adverbs of affirmation ‘*certainly, undoubtedly, obviously, surely*’; time connectives ‘*firstly, secondly, eventually, afterwards, before/after*’) are marshaled in a specific way to establish certain cause-and-effect relationships in the minds of the audience. As in President Zelensky’s address “*Of course, I provided information on the battlefield situation and our current needs. First of all, it is very important to maintain confidence in relations with our partners, in particular in the European Union*”;
- 2) Agitation – the communicative strategy is aimed to call an addressee for action and is characterized by the extensive usage of modality or first-person plural imperative “*let us (formal)/let’s (informal)*”. We can trace the usage of these linguistic means in the Leonardo di Caprio’s Oscar Acceptance speech “*...and we need to work collectively together and stop procrastinating. ... Let us not take the planet for granted*”;
- 3) Avoidance – an interlocutor/a speaker switches to another distantly or closely related topic.
- 4) Promising – the presenter gives promises to get the desired reaction from the audience or to make them act in a certain way. In this case at grammatical level of speech s/he uses future tenses, conditional sentences and prerequisites required to make promises work. This CS can be traced in the paragraph taken from Biden’s speech “*We will defend the truth, not give in to the Big Lie. We’ll embrace the Constitution and the Declaration, not abandon it. We’ll honour the sacred cause of democracy, not walk away from it.*”.

Moreover, personal pronouns (*I, we, you, they, he/she/it*) usually hold the central stage bringing to the audience the feeling of accountability, in/exclusivity and evoking a collective image of addresses as united nation/community.

For further research it is crucial to designate the word “strategy” and its origin as well as understand the difference between ‘strategy’ and ‘tactic’. According to Cambridge Dictionary ‘strategy’ is “*a detailed plan for achieving success in situations such as war, politics, business, industry, or sport, or the skill of planning for such situation*” (CD: 32). It was derived from Byzantine Greek ‘*strategos*’ and possessed the meaning of being ‘*general*’. Nonetheless, it was Count Guibert, a French military general and thinker, who in 1799 used it in the meaning it bears today [11: URL].

The word ‘tactic’ also is originated from Greek ‘*taktikē*’ that meant ‘(*art of arrangement/order*)’. Unlike the word ‘strategy’, the meaning of the word ‘tactic’ was initially used as “disposition in which armed formations used to enter and fight battles”. As expected, the usage of these notions in the military sphere slightly differs from the one in the linguistic field. The similarity can be observed in the existence of communicative purpose/an objective of war and the usage of language means of expression/engagements to serve the aim (both in war and in communicative strategy). However, some linguists are convinced that a CS can become a CT only when the former has proved successful.

To proceed with influence tactics, we have to designate the word ‘influence’. Oxford dictionary states that ‘influence’ (n) is “*an exertion of action of which the operation is unseen or insensible (or perceptible only in its effects) by one person or thing upon another*” (MWI: URL). The first evidence of the usage of the word is spotted in the works of Geoffrey Chaucer in 1374. The word was originally used as an astrological term meaning “streaming ethereal power from the stars when in certain positions, acting upon character or destiny of men” also was used as “a flow of water, a flowing in”. Presumably derived from Medieval Latin ‘*influentia*’ meaning ‘a flowing in’ (used in the astrological sense). Later in Middle English it acquired the meaning of “any outflowing of energy that produces effect, of a fluid or vaporous substance as well as immaterial or unobservable forces” (EWI: URL).

Influence tactics are strategies used by an individual (usually by a leader) to

change the listeners' (subordinates') attitudes, values or behaviours. At present-day time ITs are widely used in different kinds of discourses, although they proved to be particularly sought-after in rhetorical, political and mass media discourses. In terms of linguistics and rhetorical discourse ITs as well as CS are manifested by linguistic means at different language levels.

Among influence tactics T. Kovalyova singles out the following:

- 1) distancing tactic – expressed by the opposition “friend or foe”;
- 2) the substitution tactic – e.g. this political advertising slogan “Choose freedom; Choose responsibility; Choose productivity; Choose better education; Choose economic growth; Choose fair taxes; Choose *Die Mitte*” uses positive abstract notions to be a substitution for the name of their party in this way creating its positive image in electors' minds;
- 3) the causal modelling tactics;
- 4) the tactic of the usage of figures of speech (epithets, metaphors, puns, metonymy, simile, oxymoron, irony, hyperbole, etc.);
- 5) the tactic of creating collective image – manifested by the first person plural pronoun “we”, expressing unity and inclusivity [15: 201-202];

Even though the researcher distinguishes these influence tactics within political discourse, they can be also effectively used in rhetoric one because of their overlapping and similarities.

Last but not least the effectiveness of the chosen IN may be moderated not only by a productive usage of linguistic means but also by relationships that were built prior to the conversation/delivering a speech. For instance, “high leader-member exchange relationships may strengthen the influence of rational and soft tactics on positive power attributions, while low LMX may make harsh tactics more likely to be seen as negative position power” [2: URL].

To summarise we must state that CS and IT are in great demand and use in many

discourses. They are utilized to pursue a certain aim and to change the addressee's mind, values, attitudes and behaviours using verbal and non-verbal means as well as the background knowledge of the context and relationships with audience.

1.2 Theoretical background of translating communicative strategies and influence tactics

As stated in the previous subparagraph, communicative strategies and influence tactics are communicative actions designed to serve a particular purpose and developed to persuade an audience and change its behaviour. When they undergo translation process, it is essential to preserve and reflect these linguistic phenomena in a target text for them to have the same emotional power over the listener.

Figurative language is considered to be widely used in fiction discourse, although we can see some sprouts of it in a great number of discourses (mass media, political, rhetorical, etc.). Anthony M. Paul reflects that "...speaking figuratively is a sort of flowery way of not saying just what you mean, quite natural in poetry and politics but presumably absent from serious legal, scientific, and philosophical discourse" [22: 225]. Even though it has no raw numbers, statistics and tables in it, figurative language is still the most effective way to draw attention to important matters and influence people's minds.

There is an extensive list of different classifications dedicated to the dissection of tropes and figures of speech. For instance, they can be divided into stylistic devices, which usually intensify the properties of an object or phenomenon – pun, simile, periphrasis, euphemism, metaphor, and expressive means in a form of phonetic, morphological, lexical, idiomatic and syntactical forms – idioms, alliteration, the usage of archaisms and slang words, etc. [19: 88–89].

Translation of figures of speech constitute the crucial part of CS and IT translation, as linguistic means carry a huge impact on the person's conscience, take prevailing part in evoking emotions, enhance the perceptibility of the text and are literally the wheels that smoothly move the whole speech through all points in the text

structure. It is well known that trying to appeal to people through emotions and ideas is a successful strategy that includes making alien ideas relatable. Since our minds have some similarities with the immune system: the alien elements are eliminated, yet the ones that are indistinguishable from the cells that already exist in the organism are not attacked. Thus, the relatability which is elicited with the text deepened with the usage of figures of speech is pivotal and must not be ignored.

Virtually, Ukrainian and English languages are different by nature that is why the lexical, morphological, syntactic and grammatical elements vary too. So, a translator has to produce a target text resorting to numerous transformations which ensure the adequacy of the texts that contain such translation hurdles as figurative language. In rhetorical discourse the speaker is able to implement in her/his speech any types of tropes and figures of speech including epithets, metaphors, simile, litotes, oxymoron, exaggeration, pun, personification, idioms, allusion, hyperboles, alliteration, etc. [17: URL].

Based on the relations between the units, stylistic devices can be divided into three categories:

- 1) Stylistic means which are based on the interplay of dictionary and contextual meanings (metaphor, metonymy, irony).
- 2) Stylistic means which are based on the interplay of primary and derivative meanings (zeugma, pun).
- 3) Stylistic means which are based on the opposition of logical and emotive meanings (interjections, exclamatory words, epithets, oxymoron) [13: 45].

In this subparagraph we will concentrate on translation of three stylistic devices: metaphors, idioms and idiomatic expressions and epithets – as, in my opinion, they are widely used in various types of discourse including rhetorical one which is in the focus of our research.

When it comes to metaphors and epithets, they are known to be regularly used as means of persuasion and influence. Nevertheless, in this tandem, metaphors can present the main difficulty for the translator. N. M. Rayevska defines metaphor as “a deep

semantic transformation of a word going far beyond its primary semantic range.” [23: 152]. The concept of metaphor is not bonded with fiction, rhetorical and political discourses alone. George Lakoff is convinced that even such mundane and well-known concepts as time, quality, modality, state, change, action, cause, purpose, means are usually comprehended via metaphor [9: 196]. Thus, it is possible to state that their importance in our lives makes them inevitable in oral and written language.

The reason why these units are sometimes problematic is that they are ‘ambassadors’ of culture and heritage and a linguistic picture of the world on the whole which differs from country to country. In the meantime, there are three approaches to their translation:

- 1) Untranslatability of the metaphors – based on an inability to translate the lexical unit because of cultural differences in SL and TL.
- 2) Literal translation – based on the idea of the existence of shared metaphorical fields that are common to all languages and cultures.
- 3) Dependence of translatability on a semantic structure and function it performs in the target text [26: 250–251].

Regarding translation techniques used when conveying metaphors, researchers single out the following:

- 1) addition or omission.
- 2) full translation.
- 3) replacement.
- 4) structural transformation.
- 5) traditional accordance.
- 6) parallel naming of metaphoricity [28: 126].

Nonetheless, when the phrase in the text of the fiction, mass media or rhetoric discourse has no complete equivalent to the metaphor used in the text, giving preference to full translation is the best option for the translator to preserve the cultural uniqueness of the phrase and give the possibility to the reader to cherish author’s style.

Idioms and idiomatic phrases are generally considered to be a full-fledged constituent of figures of speech. According to P. Simpson, they come from metaphors

which have become phrases [25: 53]. Among other ways of translation of idioms

I. Korunets defines the following techniques:

- 1) Choosing absolute or complete equivalent – every component of the phrase is retained due to the shared origin of the idiom (Bible, mythology, ancient story or literature) e.g. *a lost sheep* – *зблудла вівця*; *Achilles heel* – *Ахіллесова п'ята*.
- 2) Choosing near equivalent – one or even most of the components in the SL and TL do not coincide or are absent, in this way ruining the identity of their quality e.g. *a lot of water had flown under the bridge* – *багато води сплигло відтоді*, *it's no use to cry over spilled milk* – *сльозами горя не здолаєш*.
- 3) Choosing genuine analogues – the translation of the idiom is easily deduced due to close metaphorical meaning e.g. *like mistress like maid* – *яблуко від яблуні (недалеко падає)*; *don't cross the bridges before you come to them* – *не кажи гоп, доки не перескочиш*.
- 4) Choosing approximate analogues – the translation of the idiom is slightly similar as a result of nationally peculiar expressiveness and picturesqueness of component images e.g. *to make a cat's paw of something* – *чужими руками жар загрібати*; *to be a finger and a thumb* – *нерозлийвода*.
- 5) Descriptive translation of idiomatic expressions – rendering through the descriptive way e.g. *to sell someone short* – *недооцінювати когось*; *out of clear blue sky* – *зненацька або раптово* [14: 188–194].

In general, translation of epithets does not create a hurdle in the process of decoding text from SL into TL. Since the existence of epithets in English and Ukrainian languages is an isomorphic phenomenon, that is why searching for an equivalent that faithfully conveys the meaning of an epithet is not complicated. The lexicon richness of both languages enables a translator to find an accurate one. Yet, the rendering can be compounded by the usage of so-called transferred, inverted and phrase epithets [30: URL].

Transferred epithets (also hypallage) – is a figure of speech in which modifier

(usually an adjective) qualifies a noun rather than the person or thing it is actually describing [21: URL]. For instance, in the sentence “*I had a sleepless night*”, the epithet “*sleepless*” describes not the “*night*” but the speaker or in the sentence “*He paid his smiling attention to her*” the epithet “*smiling*” indicates the facial expression of the guy but not the “*attention*” itself, thus, has to be translated with the help of a participle: “*Посміхаючись, він уважно слухав її*”.

The next type of complex epithet is called inverted epithet. This epithet consists of two nouns linked in an of-phrase: pyramid scheme of a country (DTC: 35), the claw of a hand, the giant of a man, etc. The subjective, evaluating, emotional element is embodied not in the noun attribute but in the noun described [27: URL]. When translating inverted epithet, the following techniques are used: substitution (the usage of simile: *the claw of a hand* – *рука, як лапа/ or simply лапа* (omission)), choosing structurally simple epithet (*ocean of a crowd* – *багато людей*), omission/neutralization (“*The shadow of a sadness appeared on her face*” – “*Вона виглядала засмученою*”), choosing another expressive device (“*She joked saying the USA was a pyramid scheme of a country*” (DTC: 35) – “*Вона пожартувала сказавши, що США не країна, а суцільна махінаторська схема*”).

Last but not least, the translation of phrase epithets also requires some translation transformations when performing rendering. But let’s initially define what the phrase epithets mean.

The phrase epithet – is an epithet in the form of a phrase or even a sentence.

This type of epithets acts as a single idea and modifies a noun; thus, it maintains the chief propriety of epithets. For example, “*getting-to-know-you stuff*”, “*test-the-waters email*”, [16: 32], “*what-would-you-do-with-it look*”. It is worth noting that phrase epithets are always hyphenated, and they are regularly followed by a modified word. Since the construction is alien to Ukrainian language, the conveying of the message can impose difficulty in the translation process. Depending on a stylistic function and a lexical meaning, the translation of phrase epithets may vary. However, there are three generally excepted approaches for translation techniques:

- 1) Word for word translation (in case phrase epithets are represented by quotations

of direct speech/somebody's thoughts, interrogative/exclamatory/narrative sentence, comparison) e.g. *He mumbled his usual "Better-than-I-deserve" reply to my how-do-you-do greeting.* – *Він пробурмотів своє звичне "Краще, ніж я того заслуговую" у відповідь на моє запитання про те, як у нього справи* [30: URL]. Rarely some introductory words and word combinations like *"наче, немов кажучи, ніби"* are used e.g. *"He gave them a and-what-would-you-do-with-it look - Він поглянув на них, ніби кажучи "І що ви з цим зробите?"* [30: URL].

- 2) Translation with the help of a simple epithet or an adjective phrase e.g. *"a take-it-or-leave-it statement"* can be translated as *"ультимативна заява"*.
- 3) Explication or paraphrasing of the meaning of the phraseological unit within the structure of an English phrase epithet e.g. *"He coolly told the waiter to telephone for two stalls, which seemed to me a grand-man-about-town way of doing things"* can be translated as *"Він холодно наказав офіціанту замовити по телефону два місця в партері, що здавалося мені чудовим способом провадити справи, до якого вдають світські люди."* [30: URL].
- 4) Translation with the help of a participial or a subordinate clause e.g. *"I-have-no-time person"* - *"людина, якій вічно не вистачає часу"*, *"we-will-fight-for-our-freedom people"* - *"люди, що боротимуться за свою свободу"* [30: URL].

All in all, there is no translation panacea for dealing with various stylistic devices and figurative language in general. Every case of their translation is unique and requires special translator's attention as well as a peculiar approach which would be suitable for the contextual situation, language register and target audience. Still, we can outline full translation/word for word translation, choosing equivalents (full, near, etc.), descriptive translation, omission/addition, syntactic/lexical replacements, choosing approximate analogues and others as possible translation techniques.

1.3 Peculiarities of rhetorical discourse text analysis

The term 'discourse' has acquired a multitude of meanings among which we can

encounter discourse as “the way in which language is used socially to convey broad historical meanings” [10: URL]. Similarly, depending on different social situations where speech/conversation takes place and linguistic means used in the text/utterance we can single out rhetorical, business, political, legal, mass media, commerce, educational, colloquial, cultural, ethnic, scientific, administrative types of discourse. The latter is still in the state of evolving and changing therefore every year there are more and more kinds of discourse introduced in the general typology (e.g. IT/social media discourse). The concept of discourse is normally associated with types and norms of speech, the principles of message construction, its rhetoric (monologue, dialogue, narrative, rhetorical, ironic, etc.), and the characteristics of speech of individuals and groups (personal, unique, authoritarian). The social, age, gender characteristics of communication participants are also identified with the types of discourse (political, government, youth, feminist, labour, radical) [3: 137].

Unlike other types of analysis widely performed by linguists (e.g. phonemic, morphological, semantic, syntactic), discourse analysis “*is sometimes defined as the analysis of language ‘beyond the sentence’*” [29: URL]. Thus, carrying out an analysis, a discourse analyst uses pragmatic approach which is concerned with what a speaker implies and what a listener assumes from several components, including situational context, mental states of the parties involved, shared knowledge between the listener and speaker, etc. In this case, attention is also paid to cultural influences which have an impact on the language in use. Indeed, when we look at such linguistic elements as deictic markers (*I, you, here, there, now*) in a single sentence we feel the need for further contextual information in order to interpret them properly in a piece of the discourse. [4: 27].

In terms of rhetoric, habitually it is manifested through the form of arguments which in their turn exist in two main representations: “*arguments to persuade*” and “*arguments to convince*”. The former involves logical and psychological components whereas the latter encompasses mainly logical ones. “*Rhetoric of persuading*” puts the speaker and her/his ‘self’ in an unstable position unlike the one who have chosen to operate bare facts only [5: URL]. Giving an explanation in his thesis, D. Johnstone

confirms that the main point of argument is not to impose control over others but to place participants in a risky environment where tolerance and open-mindedness are encouraged.

Texts belonging to rhetorical discourse are presented in front of an audience and are specifically written to make the listeners accept a promoted idea and act upon offered solutions. They are prepared beforehand and differ in structure following the type of event it had to be presented at (a court proceeding, an inauguration, awards ceremony, etc.). One of the oldest and the most popular structures for would-be orators was proposed by Cicero. In his opinion, a process of speechwriting should contain “*inventio*” (the process of developing arguments and evidence to make a persuasive case), “*dispositio*” (the ability to effectively arrange the arguments and appeals) and “*elocutio*” (the process of detecting a proper linguistic style whether it is formal or informal). At present-day time it is also known as (a) *locution*, (b) *illocution* and (c) *perlocution* which are concerned with (a) a construction of phonetically and grammatically correct utterance with a particular sense, (b) developing a communicative intention/goal giving the utterance a certain direction, (c) the consequences of communicative act influence made upon an addressee correspondently.

Given the information mentioned above, texts of a rhetorical discourse possess the following characteristics – they are tailor-made for an audience, formed under the influence of human motives, situational, persuasive, and dealing with contingent issues [12: URL]. Thus, we can come to the idea that texts of this kind exist as a reaction within the frame of existing situations or repercussions.

The peculiarities of texts of rhetorical discourse analysis may vary being contingent on the type of speech act. Speech act is determined as a goal-oriented speech action carried out in accordance with the principles and rules of speech behavior accepted in a given society and is the smallest unit of standardised socio-speech behaviour. For example, some performers focus on sheer information delivery when others opt for getting emotional involvement of listeners in order to make the topic significant and relevant in audience’s eyes. It worth mentioning that a speech act is subject to the speech genre and discourse. According to John Searle’s speech act purpose classification there

are 5 categories: assertives, directives, expressives, declaratives and commissives. Using assertives (also known as representatives) the speaker states the ‘facts’ of the world. These can be introduced with the help of verbs ‘*boast*’, ‘*claim*’, ‘*complain*’. By use of directives, the speaker makes the listener do something (the category is introduced by words ‘*order*’, ‘*ask*’, ‘*suggest*’, ‘*invite*’). By means of expressives, the speaker expresses her/his psychological attitude toward the situation (commonly used verbs ‘*congratulate*’, ‘*sympathise*’, ‘*apologise*’). Using declaratives the speaker declares something that may have a potential to change the world (a characteristic conditional construction ‘*If...then*’). By use of commissives the speaker commits to do something in the future (distinctive verbs ‘*intend*’, ‘*favour*’) [3: 172–173].

As a rule, texts of speeches/addresses that belong to the rhetoric discourse can boast the usage various types of speech act categories in a single text. For instance, in his war speech, delivered in 1939, W. Churchill utilised the following speech acts: directives (“*We must not underrate...*”, “*We must expect many disappointments*”), commissives (“*...these liberties will be in hands which will not abuse them...*”), assertives (“*This is no war of domination or imperial aggrandizement...*”, “*Our hands may be active, but our consciences are at rest*”), expressives (“*We are sure that these liberties...*”).

Additionally, the text is usually framed forming a specific outline of the speech and reflecting intentions of a speaker. The so-called frame consists of greetings, thanks and farewells manifested by exclamatory cliché sentences, phrases or single words taking into account a speaker’s psychological state, targeted audience and some cultural communicative norms. For example, a greeting “Hello.” which was used by Angelina Jolie when addressing Under-Secretary General, Foreign and Defence Ministers, Excellencies and general public (“*Ladies and Gentlemen*”) delivers an implicit message hinting about the seriousness of the speech since it touches on importance of the help given to the refugees and US peacemakers who fight for liberty. The greeting chosen at the beginning of the speech belongs to the neutral language register. It achieves the goal to draw attention and be heard trying to reach every listener not offending and still keeping formality of the event when such variants as “*Hi!/Hey!*” might have failed. Moreover, the full stop at the end of a sentence points at low fall intonation and is properly

used to maintain and emphasise the earnestness of the occasion. Even though it seems like “*Hello*” and full stop here work in a perfect tandem and are not likely to achieve prominent effectiveness when used in other combinations (e.g. “*Hello!*” – exclamatory mark makes it sound too cheerful and excited for the occasion; greeting “*Hi.*” looks and sound too informal and rather indifferent). The speech was ended with “*Thank you very much.*” keeping intonation and language register at the same level, pinpointing the highest level of gratitude the speaker experiences and implying that the audience will take action in an effort to solve the problems of war refugees and their social vulnerability and exclusivity when as immigrants. Besides, in this case, the farewell lay stress on the personal feelings and attitudes of Jolie and shows how crucial it is for her to bring up the issue she is concerned of as a UNICEF Goodwill Ambassador.

When comparing the previously mentioned speech and her Oskar acceptance speech we may note some slight differences in the text itself which is, indisputably, caused by the switch of the communicative goal (to articulate gratitude, raise the problem of social injustice and admit how lucky the auditorium and she are evoking audience’s sympathy to those in pain and need), target audience (fellow actors, nominees, producers, directors and TV viewers) the venue (Ray Dolby Ballroom, Hollywood) and the context of being rewarded with. Since the occasion changes so does the speech. The receiver of the award follows the flow of the event and has to start with thanks as a result of being given an Oskar. Thus, she starts with “*Thank you. Thank you so much.*” with low fall intonation once more keeping up with the occasion formality. But still, the position of these sentences and the repetition (anaphora) used at the beginning of the speech have an implication that indicates the fact of the speech being acceptance one, the fact that a person has won the award and that there is a group of people who voted for her and people who helped her in one or another way. Since it is an acceptance speech the speech is centred around person’s experience and path that led to the event (“*She (mother) drove me to every audition, and she would wait in the car for hours.*” said to mark the start of career. “*...she was very clear that nothing would mean anything if I didn’t live a life of use to others.*”, “*And when I met survivors of war and famine and rape, I learned what life is like for the most people in this world...*” – this statement shows how come the

laureate ended up helping other people). She ended with another “*So thank you for that.*” expressing how pleasant this milestone for her is and voicing her gratitude to the jury who gave her this chance. Overall, the language style maintained semi-official and neutral aiming at the general audience.

Discourse analysis of Amal Clooney’s speech

Concerning the speech of Amal Clooney, this text refers to rhetorical discourse as well as grey zone texts. The ground for this statement lies in the fact that one of the prerequisites of texts of such a kind is to be delivered in front of the audience and it aligns with the chosen text. The text is properly structured (“*First/Finally/My last example comes from Iraq*”) and includes introduction with proper address to the audience, main body with the story the orator wanted to tell and message to promote, and thanks. Since the speech was delivered at the 2023 Cartier Women’s Initiative Awards Ceremony which took place at the Salle Pleyel concert hall in Paris, her introductory greetings were firstly voiced in French. So, the barrister took into consideration the venue, audience’s needs and defined her aim of promoting women’s rights, fighting with inequality and violation of human rights.

The speech considered to be inspirational not only because of well-chosen cases, initiatives and projects which she has had throughout her career but, predominantly, by the lexical and grammatical means Amal Clooney has utilized to find a key to the listeners’ hearts.

For instance, her speech is notable for its extensive use of artistic devices such as epithets (“*life-changing settlement*”, “*forward-looking initiatives*”, “*horrific abuse*”, “*gruelling days*”), metaphors (“*engines of change*”, “*unshackle half the population of the world*”, “*Sudan burns*”, “*become a target*”), litotes (“*Because justice is not inevitable: it doesn’t happens on its own*”), minimisation (“*in single digits*”), idiom (“*against the odds*”) (Elle: URL). The former is widely used by speakers to persuade their listeners picturing the whole situation and giving them an ability to feel emotions of the speaker encoded in the text.

The military terminology (*combat, gather forces, forge alliances, prepare strategy, fight for it*) (Elle: URL) in its own way underlines the cases and great work done to expand

the borders of equality and justice. The parallel with war and war strategy emphasises the complexity of each case and each war campaign showing modern equality and justice issues as foes which should be defeated. Also, we can trace the usage of terminology from a legal sphere (*litigation, adolescent, substation compensation award, safety measures, persecuted, gender equality, unfounded charges, etc.*) that is caused by the occupation of the speaker and its direct relevance to the event and the message the barrister wants to share (Elle: URL).

Amal Clooney utilizes such modal words as *must* and *have to* to introduce ideas and actions that have to be taken in order to successfully fight for the better jurisdiction system and equality all over the world. Moreover, the speaker uses personal pronouns *I* and *we* to focus on personal experience underlining what was done and what has to be done. In addition, the pronoun “*we*” is repeated to emphasise the importance and the power of cooperation needed for some cases to be brought to the attention and justice. In case of superlative forms (“*the poorest and most vulnerable women*”), they provide the listeners with strong emotions toward the issues raised in the speech, calling for sympathy and understanding that, indisputably, when used with means already enumerated, make a strong impression on the audience and is able to change listeners’ attitudes toward the problem. The latter provides evidence to the previously made statement that Amal Clooney’s speech belongs to the rhetorical discourse.

CHAPTER 2

TRANSLATION OF COMMUNICATIVE STRATEGIES AND INFLUENCE TACTICS USED IN AMAL CLOONEY’S SPEECHES

2.1 Lexical transformations in the translation of communicative strategies and influence tactics

Since the English and Ukrainian languages are of different morphological nature (synthetic and analytic correspondently) the conveying of the message in the text is performed with the help of translation transformations including lexical ones. Even though, both languages belong to inflexional languages they differ in the way the grammatical meaning is expressed. In synthetic languages the grammatical meaning is expressed by the usage of affixes, endings, alternations and suppletion (perfective and imperfective forms of the verb); when analytic languages tend to have separated lexical and grammatical meanings where lexical one is expressed by a word alone and grammatical – with functional words (conjunctions, auxiliary words, pronouns, articles), intonation and fixed word order. Furthermore, such and other differences lead to some alterations that should be made in order to make the text sound “naturally” and harmonically to the native speaker’s ear. Thus, there are some translation transformations that are chiefly utilized in order to mitigate the gap between languages. This subparagraph focuses on modulation, differentiation of meanings, substantiation of meanings, and generalization of meanings which belong to lexical transformations as well as some of formal lexical transformations (loan translation and transliteration).

Translating communicative strategies and influence tactics one has to keep in mind the emotional response they are to evoke among the audience. When it comes to Amal Clooney’s speeches it is important to take into consideration the main purpose of her performance – to make people think, sympathise, come up with the decisions, and, ultimately, take measures. The point is that these very actions have to be clearly understood and perceived as such in the target text not to disrupt the tender lace of encoded cries that affect listeners’ souls.

The first example of the translation transformation that can be observed in the target text is **modulation** – (3) “*That each day there will be a bit less coverage of the war, and people will become a bit more numb to it.*” (AC: URL) – “... і що з кожним днем війна менше висвітлюватиметься, і люди стануть дещо байдужими до неї”. The word “*numb*” here is used in metaphoric meaning transferring the psychological quality of not being able to feel something and expressing the emotional state of being indifferent “байдужими”. The emotional context can be deduced through the context which refers to the people’s response to the war. The same transformation tactic can be seen in the sentences (7) “*the answer is yes*” rendered as “відповідь позитивна” where word “*yes*” implies the positive answer in this way indicating agreement with the previous statements. The next example is in the sentence fragment (10) “*...is in the single digits*” where the verb “*is*” has morphed into “вимірюється” for the sake of contextual purposes making the text more perceivable. The part (16) “*when it comes to marriage, divorce, and property.*” due to modulation turned into “у питаннях шлюбу, розлучення та права власності” in order to keep the flow of legal terminology in the sentence, as we are talking about laws that discriminate against women. (17) “*Because locking up one journalist means...*” (AB: URL) – “Тому що ув’язнення однієї журналістки” in the preceding fragment we are able to point out the metonymic change that here modulation on the basis of the notion of intersection provides for. The process of “*locking up*” is represented by the state “ув’язнення”. Analogously, the word “*pen*”, a well-known symbol of writing, is translated as “журналістику” referring to what it stands for in the given context. In (18) “*Many witnesses spoke of...*” (AB: URL) – “Багато свідків висловлювалися стосовно...” the utilisation “*of*” – “стосовно” is justified by the high level of formality of the text and the venue at which the speech was performed that indisputably should be born in mind. In comparison with one more possible variant of translation “про” the former one sounds more professional and, thus, will render the proper formality to the intended audience. The next case of modulation we encounter is transmission of the meaning of the definite article “*the*” through the adjective (25) “цілої” to make the juxtaposition of dichotomy “case – system” more striking and underline the importance of mentioned cases in

changing the world. Similarly, we may come across modulation in the following cases: (10) “*across continents*” – “на різних континентах”, (29) “*a better future*” – “наше краще майбутнє” – an indefinite article “a” is conveyed with the help of personal pronoun “наше” in order to make listeners understand the far-reaching effects this fight has and that it really impact individuals’ lives. (31) “...*I am going to bring my daughter into rooms like these...*” (AB: URL) – “...я планую приводити свою доньку на такі зібрання...” in this example for the sake of clarity the phrase “*into rooms like this*” was transformed into “на такі зібрання” that extends the meaning which was implied by the speaker and, thus, carries the trace of specification. The other precedents of the modulation transformation encompass (16) “*property*” – “права власності”, (33) “*this room we are in*” – “у цій залі, в якій ми перебуваємо”, (42) “*actions fade into predictable pattern*” – “дії перетворюються на передбачувану схему”, (48) “*It’s individuals...*” – “Діють особистості...”.

As for cases of **the specification of the meaning** we can trace them in a sentence under number 4 where word “*met*” is translated as “зібралися” in order to transfer the formality and the amalgam of rhetorical discourse and legal terminology used during the event under the consideration. Thus, this type of translation transformations will be present a couple of times in other sentences of illustrative material: (10) “*women’s empowerment*” – “розширення прав і можливостей жінок”, (11) “*in retreat*” – “потерпають від погіршення”. In the phrase (15) “*women who had been abused*” – “жінок, що зазнали насилля” the technique of specification is required due to the context of the text, to be more precise, the subject-matter of it. Since the first speech by Amal Clooney is dedicated to promoting and fighting for women’s rights, it goes without the saying that, unfortunately, it is violence that women face, thus, “*abuse*” in this sentence acquired the above-mentioned tinge. Using specification of the meaning of the phrasal verb (17) “put down” – “кинути” we can convey horrible finality of the action which was intended to evoke strong emotional response of the audience towards the seriousness of the highlighted issue.

It is worth mentioning that, when translated, so-called assertives in the form of

verbs (speak, say, tell) acquire new emotionally coloured hues and therefore, when rendered, undergo the substantiation of the meaning. Based on the fact that people can't completely deprive themselves of emotions, we can make a suggestion that when there are representations of direct and indirect speeches these words may not be translated exclusively as “казати, розповідати”. Depending on the content of the message that precedes and follows an assertive, the translator's work lies in deducing more specified meaning of the word which can be expressed by the following Ukrainian counterparts ‘зiзнатися, просвітити, вказати, висловлюватися, підмітити, etc’. We may trace these subtle changes of the meaning of assertives in such instances as (18) “*so many witnesses spoke...*” – “так багато свідків висловлювалося...”, (20) “*she said she had not wanted to cancel the appointment*” - “вона зізналася, що не хотіла скасовувати нашу зустріч”, (43) “*A Canadian judge once said...*” (AC: URL) – “Одного разу один канадський суддя ззначив...”. However, there are also cases of using denotative meaning of the word as in the following examples: (22) “*she told a panel of judges*” – “вона розповіла колегії суддів”, (46) “*we often speak*” – “ми часто говоримо”.

The other cases of concretisation of the meaning include: (11) “*places*” – “країни”, (24) “*justice being done*” – “справедливість перемогла”, (26) “*in this room*” – “у цій залі”, (31) “*I am going to bring my daughter into rooms like these...*” (AB: URL) – “Я планую приводити свою доньку на такі зібрання...”, (35) “*we got here*” – “сюди нас привело”, (39) “*forced to listen*” – “змушені вислуховувати”, and (41) “*we've seen*” – “ми спостерігали”.

The differentiation of the meaning is one of the most utilized translations transformations by translators. The former is predetermined by the polysemy of English language which results in dictionaries giving a lot of equivalents that only partially cover the meaning of the word from SL. That is why a translator has to find all possible translation variants and opt for the most suitable one. Yet, this laborious work can be facilitated with the presence of the context and particular discourse. Regarding the translations of the sentences under consideration, they are clearly able to provide us

with numerous examples of this transformation.

The first case of the differentiation of the meaning can be observed in the following sentence: (3) *“That each day there will be a bit less coverage of the war, and people will become a bit more numb to it”* (AC: URL) – “...і, що з кожним днем війна менше висвітлюватиметься, і люди стануть дещо байдужими до неї”. The primary meaning of the word “*numb*” we can find in Cambridge Dictionary, and it is “*not able to feel any emotions or to think clearly, because you are so shocked or frightened, etc.*” (MWN: URL). So, following this meaning we can come up with several counterparts which can be found in Ukrainian translations including “заціпенілий, онімільний, задубілий, байдужий”. Taking into consideration that the subject-matter of the speech concerns the war and the attitude and actions of westerners to it we can understand that the author appeals to the feeling indifference that can appear when the war will be not the novelty to them but a drudgery. Thus, the variant “байдужий” is more suitable for the rendering of the denotative and connotative meanings of the word “*numb*”. The next sentence that can illustrate the transformation is (4) *“This Council met in an emergency session to decry the killings...”* (AC: URL) – “Ця Рада зібралася на екстрену сесію, щоб засудити вбивства;...” where the verb “*met*” have an Ukrainian equivalent that is not a traditional translation choice for this word. Chiefly “*meet*” is conveyed through “зустрітися” but this variant would not reflect the intention of the meeting members to gather to discuss critical issues. In the next sentence the word that have undergone the differentiation of the meaning is (9) “*prosperity*”. Even though the predominant meaning of it in Merriam-Webster Dictionary is distinguished as “*the condition of being successful and thriving especially in terms of economic well-being*” (MWP: URL), still, it has simply been translated as “*добробут*” instead of aiming for other variants “процвітання, благополуччя”. The chosen word perfectly combines two sides of “*prosperity*” – materialistic and spiritual and in this way politely addresses ones who strongly advocate for the capitalism. The next is an interesting example of the word that integrates both grammatical and lexical transformations manifesting the differentiation of the meaning, morphological

replacement and modulation. In sentence (11) “*The women’s rights (...) have been in retreat in recent years.*” (AB: URL) – “Права жінок (...) потерпають від погіршення.” it is phrase “*in retreat*” that is in utmost interest for us. In Ukrainian translation we can observe that the particle “*in*” has morphed into “потерпати” changing the part of speech to the verb and, of course, the verb “*retreat*” that is translated with the help of the differentiation “погіршення”. The latter makes the target text sound more natural and understandable for the intended audience since the expression “потерпати від відступу” is not common in the target language. The next word that has fallen under differentiation of the meaning can be observed in the phrase (15) “*a substantial compensation award*” and it is translated as “значну компенсацію”. Overall, this word has a few different variants of Ukrainian translation including “суттєвий, істотний, значний” which very slightly vary from each other in the meaning but, still, are completely different in their form. In the sentence (16) “*Across Africa, we plan to challenge many more laws...*” (AB: URL) the word “*challenge*” also acquires legal shade of its prime meaning “кидати виклик” and that is why the meaning implied by the author is eventually embodied in the word “оскаржити”. In the sentence under number 18 we can also spot the utilisation of above-mentioned transformation. The adjective “ongoing” has a number of its representations in Ukrainian language and these encompass “постійний, безперервний, поточний”. However, in the translated sentence we face “довготривалий” that was used in order to put an additional emphasis on how long people suffered from violence underlying the horror and inadmissibility of the atrocities endured by the people. The word (20) “*imperative*” that could have preserved its form “імператив” since as an internationalism it provides the translator with the possibility to preserve its form. The point is that for the intended audience of Ukrainians the word “принцип” has a special meaning that bears stronger emotional content and, thus, it will be easier for the target listener to understand the potent system of values the woman possessed and how hard she fought to face justice that she for long time was deprived of. Generally, people (in our case target audience) are more susceptible to the words that are used in everyday social engagements as some legal

cliches, and terms are predominantly about facts alone when words used on daily basis bear emotional trace triggered by the millions of experiences in which they have been used. The latter proves the efficiency of their usage in order to evoke profound emotional response and in this way influence the audience. An interesting expression (23) “*reversal of power*” that the perpetrator experienced has found its rendition in Ukrainian phrase “перерозподіл влади” instead of possible yet not that striking “повна зміна/реверсування влади”. The earlier variant underpins the fact of justice being so powerful that it can change the wretched state of the world and give healing power to the survivors. The next example can be found in the following extract of the sentence: (28) “*Reading through their profiles...*” (AB: URL) – “Переглядаючи їхні анкети...”. The word “profiles” have various representations in Ukrainian language and include such translations as “профілі, описи, характеристики, анкети” which have subtle differences that restrict contexts they can be used in. The point how come the word “анкети” is more suitable for the sentence rendition lies in the general usage of the latter in the contexts of conferences and special procedures that candidates have to go through in order to be able to attend such gatherings. In the sentence under number 30 we encounter the differentiation of the meaning that is forced. The meaning of the word “*fellowship*” is closely related to one of “*community*” that is the chief reason for us to transform the former into “спілкування” preserving two terms from overlapping and losing the power of their meanings. In the same sentence there is one more case of the translation transformation – the word (30) “*celebrate*” that has acquired a different shade of the meaning. Instead of utilizing widely spread version of translation “святкувати” or “відзначати”, since the occasion was formal and somewhat solemn, the verb “вшановувати” is used. One more example of generalisation of the meaning that is worth our attention can be spotted in the following sentence: (46) “*We often speak of what the international community should do to address the horrors of war.*” (AC: URL) – “Ми часто говоримо про те, що міжнародна спільнота повинна робити, щоб протистояти жахам війни.” where the verb “*address*” with the initial meaning “try to understand or deal with it” has acquired the meaning similar to the one of ‘confront’ and resulted into “протистояти”. The differentiation of the meaning

can be identified in the succeeding examples: (19) “*As Sudan burns...*” – “У той час, коли Судан палає...”, (33) “*of this kind*” – “такого штибу”, (36) “*murderous*” – “криваву”, (37) “*underlings*” – “поплічники”, (41) “*worries*” – “турбує”, (41) “*we have seen*” – “ми спостерігали”, (42) “*pattern*” – “схему”, etc.

The last but not least is **generalization of the meaning**. Having an opposite function to the substantiation of the meaning this translation transformation is concerned with the translation of the words/phrases of a narrow meaning with the help of a general one. This translation transformation can be traced in the sentence (9) “...*it is good idea to try to unshackle half the population of the world.*” (AB: URL) – “...варто спробувати звільнити половину населення світу від кайданів” where “*it is good idea*” is simply translated as “варто” omitting the “*idea*” part and opting for the immediate essence of it. The next example can be observed in the next sample of the sentence (14) “...*Tanzania announced a U-turn in its policy...*” (AB: URL) – “...Танзанія оголосила про перегляд своєї політики...” where the word “*U-turn*” is translated as “*перегляд*”. Nonetheless, the primary meaning of the word in Cambridge Dictionary is described as “*a complete change from one opinion or plan to an opposite one*” (MWUT: URL). Another case of generalisation of the meaning can be illustrated with the help of the sentence (24) “*Cases like these represent a triumph...*” (AB: URL) – “Такі справи, як ця, є тріумфом...”. In the preceding extract the generalisation of the meaning has occurred to the verb “*represent*” which in the process of translation has changed into “*є*” enhancing the perception level of the text that could be hard to grasp in case of translating the word as “представляти/репрезентувати”. One more reason why in the translated sentence “*є*” is used arises from the fact that the next word is a key one and using more complex alternative could have distracted listeners’ attention and overloaded them. The last prominent example of the generalisation can be found in the sentence (39) “...*and perpetrators paying the price.*” – “...а винуватці – на покарання”. The word-pair under scrutiny is “*paying the price*” – “покарання” where the former was transformed, and general meaning was extracted. The preceding manipulation was required in order to preserve a rhythm in the sentence making it

sound more persuading and potent: (39) “*They have been forced to listen to speeches in rooms like this about victims deserving justice and perpetrators paying the price.*” (AB: URL) – “Вони були змушені вислуховувати промови у таких залах, схожих на цю, про те, що жертви заслуговують на правосуддя, а винуватці – на покарання”.

Additionally, lexical transformations can be singled out into formal ones encompassing practical translation, transliteration, traditional phonetic and graphical reproduction, combination of above-mentioned and, eventually, loan translation. With the help of toponyms in the translated material, we are able to exemplify the preceding transformations.

For instance, the translations (11) “*the United States*” – “*Сполучені Штати*” and (45) “*ICC*” – “*МКС*” belong to **loan translation**, which is distinguished by word-for-word reproduction of the lexical unit.

To illustrate **transliteration** let’s take a look at other toponyms (5, 44, 45) “*Ukraine*” – “*Україна*”, (36) “*Serbia*” – “*Сербія*”, (38) “*Syria*” – “*Сирія*”, (16) “*Africa*” – “*Африка*”, (14) “*Tanzania*” – “*Танзанія*” and (11) “*Afghanistan*” – “*Афганістан*”. The latter examples show that the translation was performed by reproducing lexical phonemes of the source language by the graphemes of the target ones.

It is important to remember that the names of the countries can also be the component of the communicative strategies and influence tactics when used in a particular contextual situation. For example:

(11) And women’s rights in places as diverse as Afghanistan and the United States have been in retreat in recent years (AB: URL) – А права жінок у настільки різних країнах, як Афганістан та Сполучені Штати останнім часом потерпають від погіршення.

In the sentence mentioned above we can spot juxtaposition of two different powers with their diverse policies, types of political regime of the state, religions, etc.

Yet this method makes a striking implication stating that no matter how thriving economy of a country is women rights still go through decline.

Overall, the utilisation of the lexical translation transformations can be described as one of the extensive variabilities including above-mentioned modulation (or sense development), the substantiation (or concretisation) of the meaning, the differentiation of the meaning and, finally, the generalisation of the meaning. All of them hold a centre stage in assistance to transfer communicative strategies and influence tactics from the source text into the target text.

2.2 Grammatical transformations in the translation of communicative strategies and influence tactics

Grammatical transformations are the translation method by which the translation element of a source languages ends up with a different grammatical meaning comparing with the translation element of a target language. This change in translation is conditioned by the importance of adherence to the target language norms otherwise a text could sound alien to a listener or a reader and in this way decrease its efficiency and counteract all communicative strategies and influence tactics implemented in it. To the grammatical units that can be replaced belong parts of speech, word forms and number, sentences of a certain type. Thus, researchers single out the following grammatical transformations: transposition, morphological and syntactical replacements, addition, omission, segmentation and integration.

There are grammatical differences between English and Ukrainian languages that make complete transfer of the grammatical content from one language into another nearly impossible. For instance, such non-existent phenomenon in Ukrainian but widely used in English as definite and indefinite articles, auxiliary verbs, the extensive usage of passive forms (unlike Ukrainian), 16 tenses (and 3 Ukrainian correspondently), etc. By the usage of translation transformations, a translator strives to mitigate a rough transition from one grammar framework to another therefore utilisation of grammatical transformations is imminent.

The first grammatical transformations for our analysis are **segmentation** and **integration**. Even though they have opposite functions they are both destined to heighten listener's or reader's understanding of the text by breaking long sentences down or joining short elements up correspondingly. To consolidate our understanding, let's proceed with the following example: (1-3) "*My fear is that you will get busy. And distracted. That each day there will be a bit less coverage of the war, and people will become a bit more numb to it*" (AC: URL) – "Я боюся, що ви будете зайняті і відволікатиметися, і що з кожним днем війна менше висвітлюватиметься, і люди стануть дещо байдужими до неї.". The latter is a vivid example of integration where three sentences were joined in one in order to build up tension and capture audience's attention. The same type of grammatical transformation can be seen in the sentences (6-7) "Because Excelleries, Madame President, Ukraine is, today, a slaughterhouse. Right in the heart of Europe." (AC: URL) – "Тому що, Ваша Високоповажносте, Пані Президенте, нині Україна - це бійня просто у серці Європи". In the example given above we can spot integration of two sentences that during translation transformed into one emphasizing key words which have the biggest emotional colouring, and which are aimed at picturing the horrors of war with the help of the graphic metaphor "*slaughterhouse*".

The next grammatical transformation is **omission** which is predominantly understood as deleting of some lexical units (words, phrases and word combinations). Usually, this translation tactic is justified by above-mentioned absence of the particular grammatical phenomena such as auxiliary verbs, articles, etc or it can be used for stylistic purposes in order to avoid unnecessary repetition. In my opinion, omission for stylistic purposes is not widely represented in rhetorical discourse since the prime aim of a translator working with a such kind of a discourse is to completely transfer the message following the structure as close as possible. Thus, there are few examples of this translation transformation which can be traced in the translated sentences. In the sentence (1) "*My fear is that you will get busy.*" (BC: URL) – "Я боюся, що ви будете зайняті..." the later underwent omission losing the verb "get". The omission of the

auxiliary verb can be also observed in (3) “*That each day there will be a bit less coverage of the war, and people will become a bit more numb to it.*” (AC: URL), (8) “*The council has heard so many speeches with that now-hollow refrain: ‘never again’.*” (AC: URL), (11) “*And women’s rights in places as diverse as Afghanistan and the United States have been in retreat in recent years.*” (AB: URL) where auxiliary verbs “*will*” and “*have/has*” indicating future and perfect tenses are omitted because of the different nature of formation of future tense in English and Ukrainian languages (analytically and synthetically correspondently) and absence of perfect tense in Ukrainian. Therefore, in translation we encounter only (3) “...війна менше висвітлюватиметься”, (8) “Ця Рада чула так багато промов...”, (11) “останнім часом потерпають від погіршення”. In order to avoid unnecessary repetition omission is used in the following subordinate clause: (15) “*that included not only a substantial compensation award*” – “яке включало не лише значну компенсацію” (AB: URL) where the word “*award*” was intentionally omitted. The next case of omission can be noted in the subordinate clause of the sentence where in the source language the verb is used with a dependant preposition but when translated into Ukrainian the preposition is omitted: (17) “*laws that discriminate against women*” – “законів, які дискримінують жінок”. The latter example shows us that unlike English, the dependable prepositions are less common actuality for Ukrainian language and frequently can be omitted. In the sentence under number 18 we can observe practical application of omission tactics when it comes to a definite article: (18) “*So many witnesses spoke of the importance...*” – “Так багато свідків висловлювалися стосовно важливості...” (AB: URL). The similar cases to above-mentioned can be found in the following cases: (20) “*...she had not wanted to cancel the appointment...*” – “...вона зізналася, що не хотіла скасовувати нашу зустріч...” (AB: URL), (23) “*the slave*” – “невільниця”, (24) “*triumph for the whole community*” – “тріумф для всієї спільноти”, (26) “*they are improving food security*” – “вони покращують продовольчу безпеку”, (28) “*their work has already touched so many*” – “їхня робота вже торкнулася багатьох”, (29) “*These women are citizens of the world...*” – “Ці жінки є громадянками світу”, (35) “*I believe we got here by ignoring justice for*

too long.” – “Я переконана, що сюди нас привело надто тривале ігнорування справедливості.”, (36) “*As a young lawyer...*” – “Як молоду юристку...”, (39) “*They have been forced to listen to speeches...*” – “Вони були змушені вислуховувати промови...”, (41) “*...will turn out to be the high point...*” – “...виявляться кульмінацією...”, (42) “*...actions will fade into a predictable pattern...*” – “...дії поступово перетворяться на передбачувану схему...”, etc.

As for **addition**, this translation tactic is based on the process of adding words, phrases and clauses in order to make the message clearer for the reader or even to explain some phenomena that could be obscure for the intended audience. Sometimes, the addition tactic is utilised to keep up with the target language norms and set expressions that people have got used to operating.

For instance, in the translation of the noun (16) “*property*” its counterpart in the target language acquired an additional word in this way forming a set expression “права власності”. The final variant is considered to be more appropriate and meaningfully suitable for the legal discourse text since it specifies the main courses the legal team of Amal Clooney has been setting for. The next example can be traced in the following sentence fragment: (17) “*...and women are particularly vulnerable to attack*” (AB: URL) – “...а жінки особливо вразливі до подібних атак”. Here it is crucial to clarify that it is freedom of speech that for a long time has been holding the centre stage in some of issues concerning women’s vulnerability in the face of law in some countries, thus, the explanation in the form of “подібних” is needed.

Addition normally goes hand in hand with modulation, thus, in some above-mentioned cases of modulation we can also spot the utilization of the grammatical transformation under consideration. For example, (26) “*across continents*” – “на різних континентах” where the word “різних” is used to underscore the large variety of places the participants of the conference came from; “*this room we are in*” – “залу, в якій ми перебуваємо”, etc. In the translation of the sentence (32) “*And the world has responded*” (AC: URL) – “І світ дійсно відповів” the emphasizing adverb “дійсно” was used. This translation decision can be supported with a desire to transmit

the influence tactic the principle of which lies in showing the outcome of some action when purposefully singling it out in a short and separate sentence highlighting the fact of respond being indeed generated. In the sentences (37) “*You may have to wait for some of their underlings to defect.*” (AC: URL) – “Можливо, вам доведеться почекати, поки хтось із їхніх поплічників перейде на бік ворога” the verb “*defect*” is translated with the help of addition “перейде на бік ворога”. The latter tactic can be justified by the absence of the full equivalent in the target language therefore some kind of explanation is needed to render the unit accurately not losing the essential part of the meaning. One more example of the addition utilisation can be spotted in the next sentence fragment of the target text: (4) “*...it would be a turning point for accountability*” (AC: URL) – “... це стане поворотним моментом у питанні притягнення винних до відповідальності”. The word “*accountability*” itself in this context has the Ukrainian equivalent “відповідальність”. Nonetheless, to convey the intended message of the sentence precisely and bearing in mind all lexical subtleties of legal discourse and cliched expressions the translation of this word requires extension of the common meaning. Addition is also used in the part of the sentence under number 20: “*...because justice was her imperative.*” – “...через те, що справедливість була справою принципу для неї.” where the word “*imperative*” is strengthened when in the translated sentence used in a set phrase “справа принципу” depicting the determination and desperation of a woman.

Furthermore, Ukrainian language is known to have some rules which refer to the melody of the speech. Consequently, some of its units are able to change the letter at the beginning of the word to a vowel or a consonant (as in (21) “Усупереч усьому”) if the preceding word ends in a consonant or vowel correspondingly. When it comes to coordinating conjunction, for example, Ukrainian “і” is preferable if the word that ends in a consonant and the lexical unit that begins with a consonant are combined or “й” if the situation is the other way round. An excellent demonstration of this phenomenon can be found in the following sentence: (49) “*Peace – like war – must be waged.*” (AC: URL) – “Мир – як і війну – потрібно виборювати.”. In the translated sentence we

easily can spot addition in the form of coordinating conjunction “i”. Since words end and begin with a consonant the vowel is needed. Besides, “i” puts an additional emphasis underlining the importance of fighting for peace as recklessly as it is done in a war.

Morphological and syntactical replacements are known to be the translation tactics which are concerned with the substitution of a word that belongs to one part of speech with another word from different part of speech (morphological replacement) or one syntactical construction by another one (syntactical replacement). Virtually, the usage of morphological replacement is predetermined by the lexical, grammatical and word-formation features of the languages, peculiarities in the compatibility of words, as well as differences in speech traditions and stylistic reasons. While the utilisation of the syntactical replacement is caused by some language usage tendencies that influence operation of some syntactic structures in a language flow. As a consequence, these differences result into extensive implementation of translation techniques. Let’s look at some examples of replacements.

The first case of syntactical replacement can be noticed in the following sentence: “Я боюся, що ви будете зайняті і відволікатиметеся, і що з кожним днем війна менше висвітлюватиметься...” where originally the sentence with a predicative clause (1-2) “My fear is that you will get busy. And distracted.” (AC: URL) was turned into one with object clause. In the sentences under numbers 1, 2 and 3 we can also find morphological replacements by which an adjective is rendered as a verb: (2) “*distracted*” – “відволікатиметися”; a noun – as a verb: (1) “*fear*” – “боюся”, (3) “*coverage*” – “висвітлюватиметься”. Still, there are cases when a verb is rendered as a noun: (20) “*was interviewing*” – “спілкування”, (35) “*ignoring*” – “ігнорування”, (33) “to prevent” – “запобігання”; a noun – as an adjective: (26) “impact entrepreneurs” – “соціальними підприємцями” and a verb – as an adverb (37) “*may*” – “можливо”. Moreover, there are other types of morphological replacement concerned with the substitution of active voice with passive one and vice versa: (34) “(we) faced with evidence” – “(ми) стикаємося з доказами”.

The sentence in the source language (9) “*Whether you believe in human rights, or just prosperity, it is a good idea to try to unshackle half the population of the world.*” (AB: URL) when translated into Ukrainian has also found its representation in the form of an object subordinate clause: “Не залежно від того, чи вірите ви у права людини, чи просто в добробут...”. In the next cases of syntactical replacement (16) “*...laws that discriminate against women when it comes to marriage...*” (AB: URL) – “законів, які дискримінують жінок у питаннях шлюбу...”, (18) “*...and their belief that justice could help stop the ongoing violence in their country.*” (AB: URL) – “і їхньої віри у змогу справедливості зупинити довготривале насилля у їхній країні.”, (20) “*One woman even started going into labour while I was interviewing her...*” (AB: URL) – “У однієї жінки навіть почалися пологи під час нашого з нею спілкування...”, and (36) “*...whose murderous campaign to create a Greater Serbia is today being compared to...*” (AC: URL) – “чию криваву кампанію зі створення Великої Сербії сьогодні порівнюють з...” we can point out the substitution of adjectival subordinate clauses with noun groups “у питаннях”, “у змогу”, “під час” and “зі створення” correspondently. The latter grammatical transformation can be also spotted working out in an opposite direction – when in the target language we have a noun phrase, but in the source language we have an object subordinate clause: (28) “*Reading through their profiles this is what stood out to me about what they have in common...*” (AB: URL) – “Переглядаючи їхні анкети, я помітила, що їх об’єднує.”, (39) “*They have been forced to listen to speeches in rooms like this about victims deserving justice and perpetrators paying the price.*” (AB: URL) – “Вони були змушені вислуховувати промови у таких залах, схожих на цю, про те, що жертви заслуговують на правосуддя, а винуватці – на покарання.”, (46) “*We often speak of what the international community should do to address the horrors of war.*” (AC: URL) – “Ми часто говоримо про те, що міжнародна спільнота повинна робити, щоб протистояти цих жахам війни.”, (48) “*But it’s individuals – those with a conscience who are determined enough to make a difference.*” (AB: URL) – “Діють особистості – ті, у кого є совість, і хто достатньо рішучий, щоб змінити світ на краще.”.

The next translation transformation that belongs to grammatical ones is **transposition**. It is generally represented by the change of words in phrases and sentences caused by different expression of the theme and rheme or clusters in the selected languages. This type of transformation can be noticed in the following sentences and sentence fragments: (3) “...*there will be a bit less coverage of the war...*” (AC: URL) – “...війна менше висвітлюватиметься...”, (5-6) “*Because Excellencies, Madame President, Ukraine is, today, a slaughterhouse. Right in the heart of Europe.*” (AC: URL) – “Тому що, Ваша Високоповажносте, Пані Президентко, нині Україна – це бійня просто у серці Європи.”, (11) “*women’s rights*” – “права жінок”, (15) “*safety measures*” – “заходи безпеки”, “*employment opportunities*” – “можливості працевлаштування”, (22) “*what Taha did*” – “що зробив Таха”, (23) “...*the slave, rendered stronger than her captor, through justice.*” (AB: URL) – “...невільниця, завдяки правосуддю, стала сильнішою за свого поневолювача.”, (25) “*Ladies and gentlemen, there are some ways in which, as a lawyer, I can advocate for the rights of women – one case at a time, but always to change a system.*” (AB: URL) – “Пані та панове, як юристка я маю декілька способів відстоювання прав жінок – одна справа за раз, але завжди для того, щоб змінити систему.”, (31) “*into rooms like these*” – “на такі зібрання”, (35) “...*by ignoring justice for too long.*” – “...тривале ігнорування справедливості.”, (39) “*in rooms like these*” – “у таких залах”, (41) “What worries me...” – “Мене турбує те...”, (45) “...*answering Ukraine’s call*...” – “...відповісти на заклик України...”, and, finally, (47) “*But it is not institutions who act.*” (AB: URL) – “Але діють не установи.”. This abundance of transposition examples only underlines one more crucial grammatical difference between English and Ukrainian languages on the syntactic level – fixed and free word order – that sometimes impacts the way the syntactical unit looks and sounds.

All things considered we may firmly say that grammatical transformations are essential and inevitable in any kinds of texts let alone ones of rhetorical discourse. The former performs the pivotal function of adapting the units to the norms of target language, making the text coherent and comprehensible and enhancing its influential

features.

2.3 Lexical and grammatical transformations in the translation of communicative strategies and influence tactics

The lexical and grammatical transformations are those that actually constitute the core of texts with persuasive functions. The reason why they perform such a function based on lexical units which undergo this type of transformation. One of the objects of it are, for example, set expressions and idioms. In fact, the utilization of the latter is immensely sought-after when it comes to speeches and other texts the primary aim of which is to influence its reader/listener. As we know, a proper and conspicuous word selection along with the faithful translation are the key elements for the translation to retain an emotional stress and at the same time an informational load. It is hardly surprising, therefore, that this type of transformations is frequently used in the Amal Clooney's speeches.

One of subtypes of the lexical and grammatical transformation is **total reorganisation**. The principle of its functioning is to modify the inner form of a segment in the text. This segment can be represented by a simple word/a phrase or even a complete sentence. The most importantly, still, there is a prerequisite that specifies under which circumstances the total reorganisation can take place. Thus, the chief condition for it is preservation of all logic and semantic relationships. Otherwise, the translation would be considered inaccurate and misleading.

The first case in need of total reorganisation can be observed in the sentence fragment (4) “...and people thought it would be a **turning point** for accountability.” (AB: URL). When translated, the set phrase “*turning point*” has underwent outer changes and morphed into Ukrainian equivalent “поворотним моментом” which differs in the form yet retains the meaning stated in Cambridge Dictionary “*the time at which situation starts to change in an important way.*” (MSPTP: URL). The next word in the target text where this transformation can be spotted is (7) “*Unfortunately*”. This adverb expressing utter frustration has a Ukrainian counterpart “На жаль” that semantically and logically corresponds to the word in the source text. In the sentence

fragment (13) “...and be determined to do whatever it takes.” we come across the expression “*whatever it takes*” meaning ‘everything that is required in order to get something’. In order to transfer this particular meaning, it is translated as “зробити все, що для цього потрібно” utilizing an explication element in the translation and, thus, preserving the meaning of the expression. As for following sentence (21) “Against the odds, she took on this fight.” (AB: URL) the idiom “*against the odds*” meaning ‘achieving something though there were a lot of hurdles’ introduces the determination and will power of the survivor to overcome personal fear and endured horror and fight for the justice. This idiom is the part of influence tactic of appealing to the audience’s sympathy and understanding by telling the real-life story with positive outcomes accentuating significance of bringing justice to those who were deprived of it. Thus, in Ukrainian translation we find similar in the meaning expression “Усупереч усьому”.

We cannot ignore the importance of addressing the audience in the speeches. No wonder it is considered to be a common feature in the texts of rhetorical discourse. Generally, addressing audience means drawing (in the beginning of the speech) or reattracting (in the middle or the end of it) attention to a crucial matter. Moreover, it is normally used before introducing important statement which an orator wants to be heard by all, say, conference members. Such kind of addresses as (25) “*Lady and gentlemen*” are the phenomena existing in many languages yet in different forms, therefore, in Ukrainian language we find the similar expression with the same function and meaning “Пані та панове”. Since translation is targeted at Ukrainian audience it is essential for the phrase in the source language to undergo total reorganisation to become more relatable, thus, influential for the intended listener. The next important case of total reorganisation can be observed in the sentence fragments where the idiom “*at a time*” is utilized: (27) “*one project at a time*”, (25) “*one case at a time*”. Having been translated as “один проект за раз” and “одна справа за раз” they not only have undergone the translation transformation under consideration but also formed some kind of epiphora-like frame drawing a parallel between Amal Clooney herself and impact entrepreneurs who work together to create a better and more promising reality

to live in. The next metaphor that is translated with the help of total reorganisation can be seen in the following sentence fragment: (30) *“They are engines of change...”* (AB: URL) – “Вони є рушіями змін...”. The vivid comparison of people to the literal machine that uses fuel to move forward gives the audience an evident understanding of how resolute actions can accelerate the changes we want to see in our community and in the world society on the whole. In the sentence fragment (38) *“Of course, neither Syria nor Russia had any intention of making peace: they had too much to gain through war.”* (AC: URL) the expression *“Of course”* and the set phrase *“making peace”* are translated as “Звичайно” and “укладати мир”. These are the obvious examples of total reorganisation since though changed means both of them perfectly express the intended content and fit in the sentence. The total reorganisation has also touched upon the phrases (41) *“high point/starting point”*. The latter acquired the forms of “кульмінацією” and “відправною точкою” correspondently. In all the rules of this transformation these counterparts presume the meanings *“a moment of great intensity”* and *“a moment of the beginning of a discussion”* albeit in a new manifestation. As we can observe these two phrases are used antonymically in one sentence introducing the opposition of Amal Clooney’s expectations ((41) *“high point of the diplomatic and legal response”*) and an undesirable potential reality ((41) *“50 days of this war will turn out to be the high point”*). One more example of total reorganisation can be noted in the sentence (44) *“And standing up for Ukraine means that governments should be taking be taking concrete steps towards justice”* (AC: URL) where the set phrase *“take steps towards”* is translated as “робити кроки назустріч”. The latter case represents the partial reorganisation of the phrase since the word *“steps”* has retained in the translated version, yet the verb *“take”* has acquired the meaning “робити” instead of “брати”. Since it is a rhetorical discourse, it is pivotal to retain the metaphorical element of *“steps”* because this word is to show the correlation between movement in one or another direction and big and small actions that bear a power of moving, thus, changing the world. The expression ‘bring (someone) to justice’ or, to be more precise, in our case (45) *“be brought to justice”* is in like manner translated with the help of total reorganisation *“притягнуті до відповідальності”* where the constituents of the

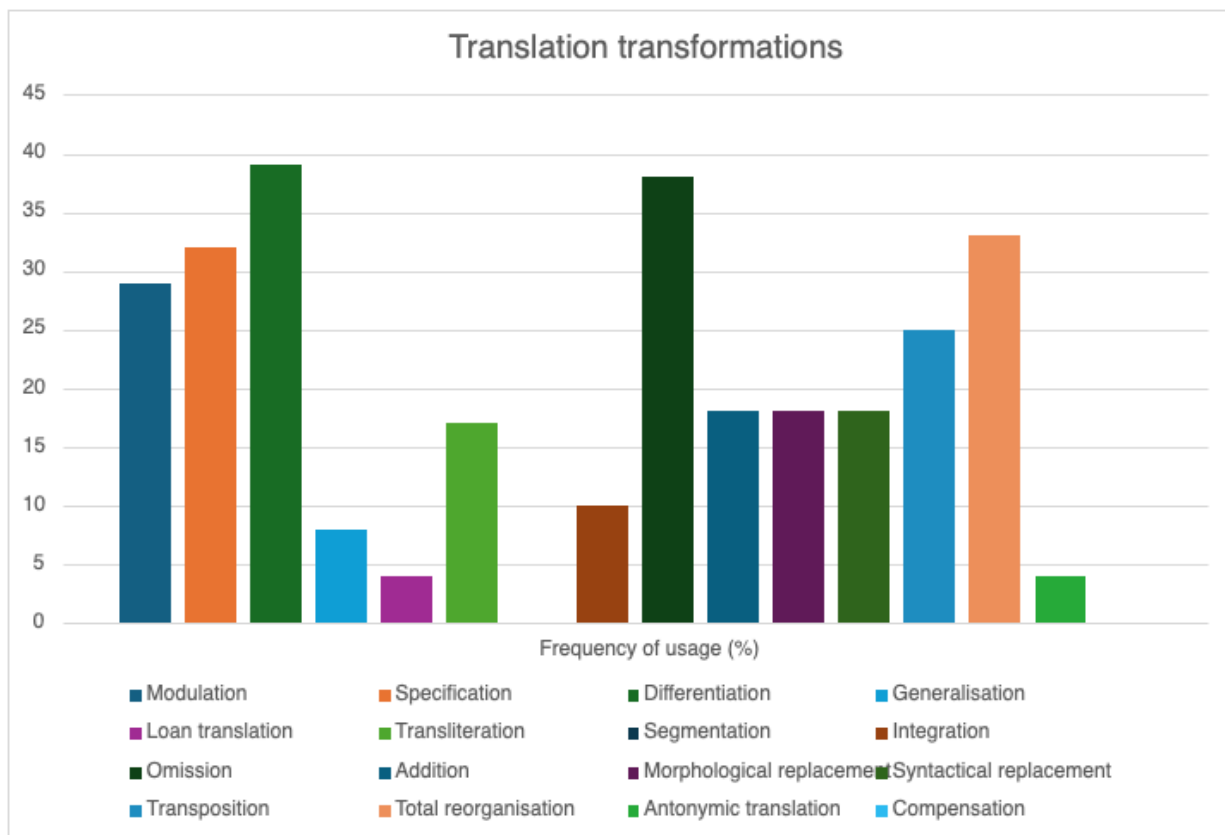
above-mentioned phrase have got new hues of meanings to fit into the legal discourse to which this phrase belongs. Another illustration of total reorganisation can be noted when translating idioms (45) “*beyond the reach*” and (50) “*within our reach*” which are manifested through the Ukrainian equivalents “за межами досяжності” and “у зоні нашої досяжності”. It is noteworthy that the proximity of the expressions in the text is what makes them look interesting from the point of view of influence tactics. The phrase “*beyond the reach*” is used in the middle of the speech expressing tragical failure of justice and bringing the speech to the culmination when the other phrase “*within our reach*” is utilized in the end of the speech giving audience hope and ending on a good note. The latter makes the audience feel euphoria of a possible light at the end of the tunnel in this way encouraging the audience to act. The last but not least is the total reorganisation of the idiom “*make a difference*” in the sentence (48) “*It’s individuals – those with a conscience who are determined enough to make a difference.*” (AB: URL) meaning of ‘making situation better’ is translated with the help of adding explicatory elements to the phrase resulting into “ЗМІНИТИ СВІТ НА КРАЩЕ”. This rendition of the idiom distinctly transmits the indented influence tactic of calling for action by challenging the audience: “Do you have enough conscience and determination to change the world and make it a better place?”.

Regarding the other two types of lexical and grammatical transformation – antonymic translation (the usage of affirmative construction instead of negative one and vice versa or the usage of semantic antonyms) and compensation (trying to substitute a non-existent language phenomenon with available means of the target language) only the former translation technique can be traced in the illustrative data: (38) “*Of course, neither Syria nor Russia had any intention of making peace: they had too much to gain through war.*” (AC: URL) – “Звичайно, ні Сирія, ні Росія не мала жодного наміру укладати мир: вони занадто багато виграли від війни.” – where the verb “*had*” in the target language acquired a negative particle “...не мала...” as well as “*any*” turned into “жодного”.

On the whole, we can conclude that the utilisation of the set phrases and idioms

is a popular influence technique which enables the orator to appeal to the audience's feelings by using vivid examples of idioms. When translated the latter normally are subjected to total reorganisation that though changing the means retains semantic and logic relationships.

According to the calculations, we can show the frequency of using various translation transformations in percentage terms in the following chart:



According to the chart data we can observe that from the 100% possibility of usage of a particular translation transformation, which is possible when it is utilized in all 50 sentences, there is no translation transformation that was used in all sentences. Yet, when it comes to translation of communicative strategies and influence tactics, the differentiation of the meaning is the most frequently encountered of all (39%).

CONCLUSIONS

Communicative strategies and influence tactics are sets of actions aimed at in persuading the audience and changing their attitudes, values and behavioural pattern. Furthermore, when it comes to rhetorical discourse and speeches in particular their main purpose is to evoke and form a particular emotional response among the audience and call for an action.

In terms of translation, the objects under consideration undergo various changes which are triggered by lexical and grammatical divergences that yet have to be conveyed by the means of the target language. Thus, adjusting language norms of one language to the ones of another, translation transformations play an essential role in message rendition.

Having translated 50 sentences of the texts belonging to the rhetorical discourse we have discovered that lexical, grammatical and lexical and grammatical transformations provide considerable assistance with communicative strategies and influence tactics translation. In the translation we have noticed the use of modulation, specification of the meaning, generalisation of the meaning, differentiation of the meaning, loan translation, transliteration, sentence integration, omission, addition, morphological replacement, syntactical replacement, transposition, total reorganisation and antonymic translation.

The results have shown that the most utilised lexical translation transformation is differentiation of the meaning (39%), among grammatical transformations the most predominant is omission (38%), and in terms of lexical and grammatical translation transformations, the most commonly used is total reorganisation (32%).

Although with the slight difference, the use of differentiation transformation in the rendition of communicative strategies and influence tactics in illustrative material proved to be the most common translation method of all. Moreover, antonymic translation has turned out to be the least frequent (3.9%) translation technique while sentence segmentation and compensation have not been used at all.

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ANNEX A

Addresses of Amal Clooney

(AB) Bonsoir a tous, et merci beaucoup Sandi. Merci aussi a Cyrille [Vigneron, Cartier International president and CEO] et a Cartier de m'avoir invitée à participer à ce merveilleux événement ce soir. Good evening, everyone; I am so happy to be part of this evening, that brings me back to a city I love, and where I get to celebrate one of my favorite things: fabulous women who are changing the world.

Throughout my career as a lawyer, I have sought to advance women's rights. It seems pretty obvious that this is a worthy area of focus. Whether you believe in human rights, or just prosperity, it is a good idea to try to unshackle half the population of the world. The latest data shows that women's economic parity would add \$12 trillion to the global economy. Yet the percentage of philanthropic grants that go to women's empowerment is in the single digits. And women's rights in places as diverse as Afghanistan and the United States have been in retreat in recent years. My goal is equal justice for all, and my philosophy is that justice must be waged. Because justice is not inevitable: it doesn't just happen on its own. We have to fight for it; to gather our forces, forge alliances, prepare a strategy and be determined to do whatever it takes. For me, waging justice means trying to change the system—one case at a time.

I'd like to give you some examples from my work on women's rights.

First, there are cases in which I have sought to challenge discriminatory laws and practices through the courts. In Tanzania, we found data showing that approximately 1 in 4 girls is either pregnant or married before she turns 18, and that schools in Tanzania have a policy of expelling these girls—meaning they never get to graduate from high school. So, I worked alongside a local women's group to challenge this policy in a case before the African Court of Human Rights. Following this challenge, Tanzania announced a U-turn in its policy, meaning that a quarter of the population of adolescent girls in the country now has a chance to complete their education. This is one case that had an impact on an entire community.

Across the border—in Malawi—I worked on a case involving some of the poorest

and most vulnerable women in the world. I had learned that women working on tea plantations were routinely sexually abused by their male supervisors. And that the company they were picking tea for was headquartered in the U.K. So, along with colleagues, I filed a case on behalf of 36 of the women in a London court. We obtained a life-changing settlement that included not only a substantial compensation award and new safety measures for the women who had been abused, but also forward-looking initiatives like training and employment opportunities that promoted gender equality in the entire community. These cases inspired the Clooney Foundation's Waging Justice for Women Program—to try to scale this work and change the system. We are now conducting investigations at tea plantations across Malawi to see where further litigation can help. Later this year we will open our first women-for-women legal aid clinic in Malawi so that young women lawyers can be trained and funded to provide free legal support to women and girls in their communities. Across Africa, we plan to challenge many more laws that discriminate against women when it comes to marriage, divorce, and property. And I have now joined forces with Michelle Obama and Melinda French Gates on global programs to combat child marriage and increase girls' access to education.

Around the world, I have also represented women who have been persecuted for using their voice. In Azerbaijan, my client was a woman named Khadija, one of the top investigative reporters in the country. She uncovered corruption by the President and his family and quickly became a target—first when authorities released footage from a camera hidden in her bedroom, and later when they imprisoned her on wholly unfounded charges. I led a team of lawyers that took her case to the European Court of Human Rights, and she was set free. And I am currently working on a similar case, trying to keep another female journalist—the Nobel laureate Maria Ressa—out of jail in the Philippines. Because locking up one journalist means that 100 others will put their pen down—and women are particularly vulnerable to attack. Cases like this inspired the TrialWatch program at the Clooney Foundation—where we monitor criminal trials across the world; provide pro bono legal support to those unjustly imprisoned, and advocate to overturn unfair laws. We are now in over 40 countries—

and growing.

Finally, there are the cases in which I represent women who have been victims of violence in conflict. This has been a focus of my work since my first international case—the trial of Slobodan Milošević—known as the Butcher of the Balkans. More recently I had the honour of representing women in the first trial at the International Criminal Court against a militia leader responsible for crimes against humanity in Darfur, Sudan. Many of the victims I interviewed were women who fled the violence across the border to Chad and ended up in a refugee camp, where they still live two decades later. Their children told me they have never seen the world beyond the borders of the camp. Many women told me that until I interviewed them, no one had ever asked them what happened to them. Some told me that they had never told their husbands that they had been raped—but that they would do so in open court if it helped to bring perpetrators to justice. One woman even started going into labour while I was interviewing her—but she said she had not wanted to cancel the appointment because justice was her imperative. So many witnesses spoke of the importance of this long-awaited trial to their community, and their belief that justice could help stop the ongoing violence in their country. The trial is ongoing in The Hague. But I am now also working with the ICC Prosecutor to bring other perpetrators to justice, including former Sudanese President Omar al-Bashir. As Sudan burns, it could not be more important to move from one case to changing the system.

My last example comes from Iraq, where my work on conflict-related violence has focused on women who are victims of ISIS. ISIS was, of course, the most brutal terror group in the world, and it reserved its most brutal acts for Yazidis—a small Kurdish-speaking community that ISIS abhorred for being non-Muslim and not having a holy book. Young Yazidi girls were bought and sold at markets and online, sometimes when they were as young as 8, for as little as \$20. And ISIS left a trail of evidence behind it—because they thought they would never be held to account. And they were right. Until survivors fought back. One of the survivors I represent is a mother whose daughter was killed in front of her while they were ISIS captives. I cannot say her name for security reasons. But she told me that she was held in Iraq at the house of an ISIS

militant named Taha, along with her daughter Reda. Both mother and daughter were subjected to horrific abuse—and ultimately Reda died after Taha left her hanging from a window in the scorching Fallujah heat. My client, the mother, said she was haunted by the cries of “mama” she heard that day and was determined to do whatever it took to get justice. She was illiterate and had never left the country. But she travelled to Europe, leaving everything and everyone she knew. She put herself into a witness protection program. I connected her to a small group of prosecutors in Germany, who were intent on filing charges for international crimes. And she became the key witness in the case against her abuser.

Against the odds, she took on this fight. And last year, over seven gruelling days of testimony spoken through an interpreter, she told a panel of judges what Taha did. She sat across from her tormentor in open court. And at the end of the trial, he was convicted of genocide and sentenced to life in prison.

I will never forget the moment the verdict was announced: the defendant fainted, and paramedics were called. They had to postpone the proceedings. While he was down, my client was clam, and resilient. It was the greatest possible reversal of power: the slave, rendered stronger than her captor, through justice. This was the first case, anywhere in the world, in which an ISIS fighter has been convicted of genocide. I have, since represented a victim in the second such case, and many others in which we have secured convictions against ISIS militants for war crimes and crimes against humanity. Cases like these represent a triumph for the whole community determined to see justice being done. So, I am now working with Yazidi survivors to trigger more trials like this. And our Foundation’s Docket program is doing the same for women who are survivors of war crimes from Ukraine to Congo to Venezuela.

Ladies and gentlemen, these are some ways in which, as a lawyer, I can advocate for the rights of women—one case at a time, but always to change the system. And in this room, we have some amazing women who are impact entrepreneurs across continents and industries: they are improving food security, refugee integration, female and infant health care. They are providing emergency support to women in danger, creating online

laboratories for students and tech platforms for teachers. These are all people changing systems, one project at a time. People who are not satisfied with the status quo and who are determined to scale the impact they've already had. Reading through their profiles; this is what stood out to me about what they had in common: their work has already touched so many, but all they can see is that it's not enough. These women are citizens of the world who get in the arena, and fight for a better future. They are engines of change—and I am sure they will use the fellowship and community we celebrate tonight as a catalyst. I feel lucky to be in a room with them. And as a mother I am inspired: I am going to bring my daughter into rooms like this when she is a bit older than 5! So, thank you, Cartier, for having me here, and congratulations to all the wonderful fellows being honored tonight. I wish you all a lovely evening—je vous souhaite à tous une tres bonne soirée! Thank you.

(AC) Speech by Amal Clooney (transcript)

Barrister and President of the Clooney Foundation for Justice United Nations Security Council, 27 April 2022

Thank you very much Mr Ambassador, for inviting me to speak today. It is an honour to be working with the Ukrainian government and for the Ukrainian people as they battle for their freedom. When the government asked me to advise them on ways to pursue justice, I felt – as many lawyers do – not just that there was an opportunity to help, but a duty to do so.

Because Excellencies, Madame President, Ukraine is, today, a slaughterhouse. Right in the heart of Europe.

Putin's aggressive war is so outrageous that even after warnings from the US, and Russia's long criminal record, Ukrainians could not believe this could happen. I still read news headlines not knowing how to process them. Could it be that thousands of children are being forcibly deported to Russia? Are teenage girls being raped in the street in front of their family and neighbours? Was a building that had the word

‘children’ painted on it bombed? Are civilians in Mariupol being systematically starved and tortured to death?

Unfortunately, the answer is yes.

And the world *has* responded. 141 countries voted in the UN General Assembly to condemn Russia’s aggression. The UN created a commission to document crimes. The International Court of Justice and the European Court of Human Rights ordered Russia to suspend military operations and safeguard civilian lives. 43 countries have referred Ukraine to the International Criminal Court – the biggest grouping of states to ever do that – and at least 13 countries have started their own war crimes investigations. Russia has been expelled from the Human Rights Council and the Council of Europe. Countries have sent weapons and ammunition to help the Ukrainian defence. Companies have pulled their businesses out of Russia. And a network of governments has imposed the toughest financial sanctions ever seen on a major economy.

Yet the UN was created – this room we are in was built – because of a genocide in Europe and to prevent future wars of this kind. This council has heard so many speeches with that now-hollow refrain: ‘never again’. But here we are: faced with evidence of the crime of aggression, war crimes and crimes against humanity. And mounting evidence, each day, of genocide.

How did we get here? I believe we got here by ignoring justice for too long.

For too long, we have watched as perpetrators of mass human rights abuses have murdered, raped and tortured without consequence. From Darfur – to Myanmar – to Yemen. The perpetrators committed these crimes believing they would get away with it. And they were right.

10 years ago, I was at the Kremlin with Kofi Annan, whose job was to try and mediate a peaceful solution to the Syria conflict. Of course, neither Syria nor Russia had any intention of making peace: they had too much to gain through war. So for 11 years Syrians have suffered unabating brutality. They have been forced to listen to speeches in rooms like this about victims deserving justice and perpetrators paying the price. They are still waiting. As I watched the coverage of the Bucha massacre, it reminded me of the Houla massacre, in Syria. This Council met in an emergency

session to decry the killings; and people thought it would be a turning point for accountability. It wasn't. And now the same Russian general known as The Butcher who mounted a brutal attack on civilians in Aleppo is massacring innocent families in Mariupol.

What worries me is that the resolute action we've seen in the first 50 days of this war will turn out to be the high point instead of the starting point of the diplomatic and legal response. That your actions will slowly fade into a predictable pattern: a wealth of investigations, committees and reports. But a dearth of prosecutions, convictions and sentences. Politicians calling for justice but not delivering it. My fear is that you will get busy. And distracted. That each day there will be a bit less coverage of the war, and people will become a bit more numb to it. And that Ukraine will end up alone in pursuing the perpetrators of these atrocities.

We cannot let that happen. Each state that professes to respect human rights must make sure that it does not become a safe haven for war criminals. Perpetrators should face arrest in every port. And Ukrainians should have access to the billions of dollars they will need to rebuild their state. So let this be a long-awaited turning point – for the benefit of Ukrainians and the credibility of this institution. Let us sustain – and escalate – the momentum: so that a better *system* of justice is within reach.

A Canadian judge once said that it is not what you stand for that's important, but what you stand *up* for. And standing *up* for Ukraine means that governments should be taking concrete steps towards justice.

- Standing up for Ukraine means that states should support the International Criminal Court – clearly and unequivocally. This means the United States should drop unprincipled objections to the Court's jurisdiction and offer, along with others, the resources and evidence needed to support the prosecutor's work.
- Standing up for Ukraine means answering Ukraine's call to ensure that those responsible for the crime of aggression – who are currently beyond the reach of the ICC – can also be brought to justice before a court of law, and that evidence of this crime is collected and preserved.
- Standing up for Ukraine means that states should be filing interventions in support of

Ukraine's cases against Russia at the European Court of Human Rights and the International Court of Justice.

- Standing up for Ukraine means making your country a hostile environment for war criminals.

- o This can be done by signing up to a treaty on crimes against humanity that has been over 70 years in the making, to allow for national prosecutions of this crime and better evidence-sharing between states.

- o And it can be done by expanding national laws to capture more perpetrators of international crimes. In the UK, there have only been three successful prosecutions for international crimes - ever. The US has had only three cases under their Torture Act and zero cases charging war crimes, crimes against humanity or genocide. So I commend the legislation being proposed by Senator Durbin – and supported by Senator Graham - that would bolster the ability to prosecute such cases in the United States – and I hope that others will follow this lead.

- Excellencies, standing up for Ukraine also means the UN General Assembly making clear that sovereign immunity should not prevent Russian state assets being made available to Ukraine and its people – and that the assets of all those who support the war are at risk.

- Standing up for Ukraine means that the United Nations should establish a compensation commission. So that Ukrainians, after this war, can have a chance to rebuild their lives.

- And standing up for Ukraine means extending a welcoming hand to its refugees – until it's safe enough for them to go home.

Excellencies, when President Zelensky addressed you he compared Russia's soldiers to ISIS. Well, I have spent the last 7 years representing victims of ISIS' genocide. Our great success was that this body, the UN Security Council – in a rare show of unity – agreed to set up an investigation. This happened the year my children were born – I remember coming to the Council to watch the vote during my first trip as a working mother. But my children are now almost 5, and so far most of the evidence collected by the UN is in storage – because there is no international court to put ISIS

on trial. And when survivors ask me to explain this I can only say that I am ashamed – I am ashamed that there is no system of justice to respond to mass rape and slaughter.

But I believe that today we have an opportunity to change this. And that we must do so. Because there is no greater value that the UN could promote than the rule of law. And it is under threat so long as those responsible for the most heinous crimes are not held accountable for them. We often speak of what the international *community* should do to address the horrors of war. But it is not *institutions* who act. It's *individuals* – those with a conscience who are determined enough to make a difference. Peace – like war – must be waged. It doesn't just happen. And justice, too, is something we must fight for.

Let me end with a reflection from the first international case that I worked on. As a young lawyer in The Hague, I was assigned to the trial of Slobodan Milošević – whose murderous campaign to create a Greater Serbia is today being compared to Putin's ambitions over Ukraine. Milošević was the first head of state to be put on trial in an international court. No one thought it possible that a former President could be in the dock in the Hague, facing charges of genocide. But it happened. And eventually his two most senior henchmen – Mladić and Karadžić – followed him there. They are today serving life sentences for their crimes.

So sometimes, justice takes time. You may have to wait for someone to be out of the office. You may have to wait for some of their underlings to defect. You may have to wait for them to get old. Or to travel.

But if we remain very focused, and very resolute, justice may yet be within our reach. Thank you.

ANNEX B

Translated sentences from Amal Clooney's speeches

English	Ukrainian
1. <i>My <u>fear</u> is that you <u>will get busy</u>.</i>	Я боюся, що ви будете зайняті і
2. <i>And <u>distracted</u>.</i>	відволікатиметеся, і що з кожним
3. <i>That each day there <u>will be a bit less coverage of the war</u>, and people <u>will become a bit more numb</u> to it. (AC: URL)</i>	днем війна менше висвітлюватиметься, і люди стануть дещо байдужими до неї.
4. <i>This Council <u>met</u> in an emergency session to decry the killings; and people thought it would be <u>a turning point for accountability</u>. (AC: URL)</i>	Ця Рада <u>зібралася</u> на екстрену сесію, щоб засудити вбивства; і люди думали, що це стане <u>поворотним моментом у питанні притягнення винних до відповідальності</u> .
5. <i>Because Excellencies, Madame President, <u>Ukraine is, today, a slaughterhouse</u>. (AC: URL)</i>	Тому що Ваша Високоповажносте, Пані Президенте, нині Україна - це
6. <i>Right in the heart of Europe. (AC: URL)</i>	бійня просто у серці Європи.
7. <i><u>Unfortunately, the answer is yes</u>. (AC: URL)</i>	<u>На жаль, відповідь позитивна.</u>
8. <i>This council has heard so many</i>	Ця рада чула так багато промов з

<p><i>speeches with that now-hollow refrain: ‘never again’. (AC: URL)</i></p>	<p>нині пустослівним повторюванням: “Ніколи більше”.</p>
<p>9. <i>Whether you believe in <u>human rights</u>, or just <u>prosperity</u>, it is a good idea to try to <u>unshackle half the population of the world</u>. (AB: URL)</i></p>	<p>Незалежно від того, чи вірите ви у <u>права людини</u>, чи просто в <u>добробут</u>, <u>варто</u> спробувати <u>звільнити</u> половину населення <u>світу від кайданів</u>.</p>
<p>10. <i>Yet the percentage of philanthropic grants that go to <u>women’s empowerment is in the single digits</u>. (AB: URL)</i></p>	<p>Проте відсоток <u>благодійних грантів</u>, які йдуть на <u>розширення прав і можливостей жінок</u>, вимірюється <u>однозначними цифрами</u>.</p>
<p>11. <i>And <u>women’s rights in places as diverse as Afghanistan and the United States have been in retreat in recent years</u>. (AB: URL)</i></p>	<p>А <u>права жінок у настільки різних країнах</u>, як Афганістан та <u>Сполучені Штати останнім часом потерпають від погіршення</u>.</p>
<p>12. <i>Because justice is not inevitable: it doesn’t just happen <u>on its own</u>. (AB: URL)</i></p>	<p>Адже <u>справедливість не є невідворотною</u> - вона не відбувається <u>сама по собі</u>.</p>
<p>13. <i>We have to fight for it; to gather our forces, forge alliances, prepare a strategy and be determined to <u>do whatever it takes</u>. (AB: URL)</i></p>	<p>Ми повинні боротися за неї; збирати свої сили, створювати альянси, готувати стратегію і бути рішуче <u>налаштованими зробити все, що для цього потрібно</u>.</p>

<p>14. <i>Following this challenge, Tanzania announced a <u>U-turn</u> in its policy, meaning that a quarter of the population of <u>adolescent girls</u> in the country now has a chance to complete their education. (AB: URL)</i></p>	<p><u>У відповідь</u> на цей виклик, Танзанія оголосила про <u>перегляд</u> своєї політики, що означає, що <u>чверть населення дівчат-підлітків</u> в країні тепер має шанс завершити свою освіту.</p>
<p>15. <i>We obtained a life-changing settlement that included not only a <u>substantial compensation award</u> and <u>new safety measures</u> for the women who <u>had been abused</u>, but also forward-looking initiatives like training and <u>employment opportunities</u> that promoted gender equality in the <u>entire community</u>. (AB: URL)</i></p>	<p>Ми домоглися доленосного врегулювання, яке включало не лише <u>значну компенсацію</u> та <u>нові заходи безпеки</u> для жінок, <u>які зазнали насильства</u>, а й перспективні ініціативи, такі як навчання та <u>можливості працевлаштування</u>, що сприяли гендерній рівності <u>в усій</u> громаді.</p>
<p>16. <i>Across Africa, we plan to <u>challenge</u> many more laws that <u>discriminate against women</u> when it comes to marriage, divorce, and <u>property</u>. (AB: URL)</i></p>	<p><u>По всій</u> Африці ми плануємо <u>оскаржити</u> ще багато законів, які <u>дискримінують жінок у питаннях шлюбу, розлучення та права власності</u>.</p>
<p>17. <i>Because <u>locking up</u> one journalist means that 100 others will <u>put their pen down</u>—and women are particularly <u>vulnerable to attack</u>. (AB: URL)</i></p>	<p>Тому що <u>ув'язнення</u> однієї журналістки означає, що 100 інших <u>покинуть журналістику</u> - а жінки особливо вразливі до <u>подібних</u> нападів.</p>

<p>18. <i>So many witnesses <u>spoke of the importance of this long-awaited trial to their community, and their belief that justice could help stop the ongoing violence in their country.</u></i> (AB: URL)</p>	<p>Так багато свідків висловлювалися стосовно важливості довгоочікуваного суду для їхньої спільноти і їхньої віри у змогу справедливості зупинити довготривале насилля у їхній країні.</p>
<p>19. <i>As Sudan burns, it could not be more important to move from one case to changing the system.</i> (AB: URL)</p>	<p>У той час, коли Судан палає, як ніколи важливо перейти від однієї справи до зміни цілої системи.</p>
<p>20. <i>One woman even started going into labor while I <u>was interviewing her</u>—but she <u>said she had not wanted to cancel the appointment because justice was her imperative.</u></i> (AB: URL)</p>	<p>У однієї жінки навіть почалися пологи під час нашого з нею спілкування, але вона зізналася, що не хотіла скасовувати нашу зустріч через те, що справедливість була справою принципу для неї.</p>
<p>21. <i>Against the odds, she took on this fight.</i> (AB: URL)</p>	<p>У супереч усьому, вона взялася за цю боротьбу.</p>
<p>22. <i>And last year, over seven grueling days of testimony spoken through an interpreter, she <u>told a panel of judges what Taha did.</u></i> (AB: URL)</p>	<p>А минулого року, протягом семи виснажливих днів свідчень через перекладача, вона розповіла колегії суддів про те, що зробив Таха.</p>
<p>23. <i>It was the greatest possible reversal of power: the <u>slave,</u></i></p>	<p>Це був найбільший з можливих перерозподіл влади: невільниця,</p>

<p><i>rendered stronger than her captor, <u>through justice</u>. (AB: URL)</i></p>	<p><u>завдяки правосуддю</u>, стала сильнішою за свого поневолювача.</p>
<p>24. <i><u>Cases like these represent a triumph for the whole community determined to see justice being done.</u> (AB: URL)</i></p>	<p><u>Такі справи</u>, як ця, є <u>тріумфом</u> для всієї спільноти, яка прагне, щоб <u>справедливість</u> перемогла.</p>
<p>25. <i><u>Ladies and gentlemen, these are some ways in which, as a lawyer, I can advocate for the rights of women—one case at a time, but always to change the system.</u> (AB: URL)</i></p>	<p><u>Пані та панове</u>, як <u>юристка</u> я маю <u>декілька способів відстоювання прав жінок</u> - <u>одна справа за раз</u>, але завжди для того, <u>щоб змінити систему</u>.</p>
<p>26. <i><u>And in this room, we have some amazing women who are impact entrepreneurs across continents and industries: they are improving food security, refugee integration, female and infant health care.</u> (AB: URL)</i></p>	<p>І в цій <u>залі</u> <u>сидять</u> декілька <u>надзвичайних жінок</u>, які є <u>соціальними підприємницями на різних континентах та в різних індустріях</u>: вони покращують <u>продовольчу безпеку, інтеграцію біженців, охорону здоров'я жінок і немовлят</u>.</p>
<p>27. <i><u>These are all people changing systems, one project at a time.</u> (AB: URL)</i></p>	<p>Ці всі люди <u>змінюють системи</u>, <u>один проект за раз</u>.</p>
<p>28. <i><u>Reading through their profiles; this is what stood out to me about what they had in common: their work has already touched so</u></i></p>	<p>Переглядаючи їхні <u>анкети</u>, я помітила, <u>що їх об'єднує</u>: їхня <u>робота</u> вже торкнулася багатьох, але все, що вони бачать, - це те,</p>

<p><i>many, but all they can see is that it's not enough. (AB: URL)</i></p>	<p>що цього недостатньо.</p>
<p>29. <i>These women are citizens of the world who get in the arena, and fight for a better future. (AB: URL)</i></p>	<p>Ці жінки є громадянками світу, які виходять на арену та борються за <u>наше</u> краще майбутнє.</p>
<p>30. <i>They are engines of change—and I am sure they will use the fellowship and community we celebrate tonight as a catalyst. (AB: URL)</i></p>	<p>Вони є рушіями змін - і я впевнена, що вони будуть використовувати спілкування та спільноту, яку ми <u>сьогодні</u> <u>вшановуємо</u>, як каталізатор.</p>
<p>31. <i>And as a mother I am inspired: I am going to bring my daughter into rooms like this when she is a bit older than 5! (AB: URL)</i></p>	<p>І як мати я <u>відчуваю натхнення</u>: я планую <u>приводити</u> свою доньку на <u>такі зібрання</u>, коли їй буде трішки більше, ніж 5!</p>
<p>32. <i>And the world has responded. (AC: URL)</i></p>	<p>І світ <u>дійсно відповів</u>.</p>
<p>33. <i>Yet the UN was created – this room we are in was built – because of a genocide in Europe and to prevent future wars of this kind. (AC: URL)</i></p>	<p>Однак, ООН створили - цю <u>залу</u>, у якій ми <u>перебуваємо</u>, збудували - у <u>відповідь на</u> геноцид у Європі і для запобігання майбутнім війнам <u>такого ґатибу</u>.</p>
<p>34. <i>But here we are: faced with evidence of the crime of aggression, war crimes and crimes against humanity. (AC: URL)</i></p>	<p>Але ось ми знову <u>стикаємося</u> з доказами злочину <u>насильства</u>, воєнних злочинів і злочинів проти людства.</p>

<p>35. <i>I believe we got here by ignoring justice for too long.</i> (AC: URL)</p>	<p>Я переконана, <u>що сюди нас привело надто тривале ігнорування справедливості.</u></p>
<p>36. <i>As a young lawyer in The Hague, I was assigned to the trial of Slobodan Milošević – whose murderous campaign to create a Greater Serbia is today being compared to Putin’s ambitions over Ukraine.</i> (AC: URL)</p>	<p>Як молоду юристку в Гаазі мене призначили на судовий процес над Слободаном Мілошевичем, чию <u>криваву кампанію зі створення Великої Сербії</u> сьогодні порівнюють з амбіціями Путіна щодо України.</p>
<p>37. <i>You may have to wait for some of their underlings to defect.</i> (AC: URL)</p>	<p>Можливо, вам доведеться почекати, поки хтось із їхніх поплічників перейде на бік ворога.</p>
<p>38. <i>Of course, neither Syria nor Russia had any intention of making peace: they had too much to gain through war.</i> (AC: URL)</p>	<p>Звичайно, ні <u>Сирія</u>, ні <u>Росія</u> <u>не мала жодного наміру укласти мир</u>: вони занадто багато виграли від війни.</p>
<p>39. <i>They have been forced to listen to speeches in rooms like this about victims deserving justice and perpetrators paying the price.</i> (AB: URL)</p>	<p>Вони були змушені вислуховувати промови у таких <u>залах, схожих на цю, про те, що жертви заслуговують на правосуддя, а винуватці - на покарання.</u></p>
<p>40. <i>They are still waiting.</i> (AB: URL)</p>	<p>Вони досі <u>в очікуванні цього.</u></p>

<p>41. <i>What <u>worries</u> me is that the resolute action we've <u>seen</u> in the first 50 days of this war <u>will</u> turn out to be the <u>high point</u> instead of the <u>starting point</u> of the diplomatic and legal response. (AC: URL)</i></p>	<p>Мене <u>турбує</u> те, що <u>рішучі дії</u>, які ми <u>спостерігали</u> в перші 50 днів цієї війни, виявляться <u>кульмінацією</u>, а не <u>відправною точкою</u> дипломатичної та правової відповідей.</p>
<p>42. <i>That your actions will slowly <u>fade into</u> a <u>predictable pattern</u>: a wealth of investigations, committees and reports. (AC: URL)</i></p>	<p>Що <u>ваші дії</u> поступово <u>перетворяться</u> на передбачувану <u>схему</u>: <u>безліч розслідувань</u>, комітетів і звітів.</p>
<p>43. <i>A <u>Canadian judge</u> once said that it is not what you <u>stand for</u> that's important, but what you <u>stand up for</u>. (AC: URL)</i></p>	<p><u>Одного разу</u> <u>один канадський суддя</u> <u>зазначив</u>, що важливо не те, за що ти <u>виступаєш</u>, а те, що ти <u>відстоюєш</u>.</p>
<p>44. <i>And standing up for Ukraine means that governments should <u>be taking concrete steps towards</u> justice. (AC: URL)</i></p>	<p>А <u>відстоювання України</u> означає, що уряди повинні <u>робити конкретні кроки</u> <u>назустріч</u> справедливості.</p>
<p>45. <i>Standing up for Ukraine means answering Ukraine's call to ensure that those responsible for the crime of aggression – who are currently <u>beyond the reach</u> of the <u>ICC</u> – can also be <u>brought to justice</u> before a court of law, and that evidence of this crime is collected and preserved. (AC: URL)</i></p>	<p><u>Відстоювання України</u> означає відповісти на заклик України забезпечити, щоб особи, відповідальні за скоєння актів агресії, які наразі перебувають <u>поза межами досяжності МКС</u>, також були <u>притягнуті до відповідальності</u> перед судом, а докази цього злочину були зібрані та збережені.</p>

<p>46. <i>We often speak of what the international community should do to <u>address the horrors of war</u>.</i> (AC: URL)</p>	<p>Ми часто <u>говоримо</u> про те, що міжнародна спільнота повинна робити, щоб <u>протистояти</u> жахам війни.</p>
<p>47. <i>But it is <u>not institutions who act</u>.</i> (AB: URL)</p>	<p>Але <u>діють не установи</u>.</p>
<p>48. <i>It's individuals – those <u>with a conscience</u> who are determined enough to <u>make a difference</u>.</i> (AB: URL)</p>	<p><u>Діють</u> особистості - ті, у <u>кого є совість</u>, і хто достатньо рішучий, щоб <u>змінити світ на краще</u>.</p>
<p>49. <i>Peace – <u>like war</u> – must be waged.</i> (AC: URL)</p>	<p>Мир - <u>як і війну</u> - потрібно виборювати.</p>
<p>50. <i>But if we remain very focused, and very resolute, justice may yet be <u>within our reach</u>.</i> (AC: URL)</p>	<p>Але, якщо ми залишатимемося надзвичайно цілеспрямованими та надзвичайно рішучими, справедливість все ще може бути <u>у зоні нашої досяжності</u>.</p>

ANNEX C

Chart Data: Translation Transformations

Translation transformation	Frequency of usage (%)
Modulation	29
Specification	32
Differentiation	39
Generalisation	8
Loan translation	4
Transliteration	17
Segmentation	0
Integration	10
Omission	38
Addition	18
Morphological replacement	18
Syntactical replacement	18
Transposition	25
Total reorganisation	33
Antonymic translation	4

РЕЗЮМЕ

Курсову роботу присвячено дослідженню репрезентації комунікативних стратегій і тактик впливу в англійсько-українському перекладі на основі промов Амаль Клуні. У ході роботи висвітлено погляди науковців на комунікативні стратегії і тактики впливу та визначено підходи до їхньої класифікації. Проаналізовано і визначено основні ознаки риторичного дискурсу. Доведено приналежність тексту промови Амаль Клуні, до досліджуваного дискурсу. Проаналізовано переклад 50-ти речень та визначено найчастотніші лексичні, граматичні та лексико-граматичні перекладацькі трансформації, використані у тексті мови перекладу, а також вираховано частотність застосування кожної окремої трансформації (у відсотках). Виділено перекладацьку трансформацію, що характеризується інтенсивним використанням в ілюстративному матеріалі.

Зроблено висновки з важливості використання перекладацьких трансформацій та неминучості їх застосування при передачі комунікативних стратегій і тактик впливу.

Ключові слова: тактики впливу, комунікативні стратегії, перекладацькі трансформації, дискурс, промова, переклад.