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МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

Способи відтворення політичних метафоричних виразів в українському перекладі на матеріалі промов американських лідерів

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Керівник курсової роботи_____

(підпис)

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INTRODUCTION

The understanding of the role of metaphor in linguistic activity dates to antiquity: metaphor is defined as a rhetorical trope, as a means of embellishing speech, as a way of nomination. Today, the study of metaphor goes far beyond rhetoric. Many literary, linguistic, and psychological concepts do not provide a complete picture of the nature of its occurrence, mechanisms of functioning, and scope of use.

Metaphor has always attracted researchers with its ambiguity: it has been defined as a linguistic and mental phenomenon, as a deviation from the norm, as a stylistic device that embellishes language, and as the most important mental mechanism. However, in the light of cognitive research of the last decades, it became possible to integrate different approaches in order to describe this phenomenon in its entirety. Researchers address various aspects of the use of metaphor and aim at different goals and tasks, such as, for example, classification and description of the main types and models of metaphor, selection of metaphor functions characteristic of political communication, identification of regularities in the disclosure of metaphorical images in political texts, etc.

It should be noted that to create a political metaphor, one needs to be aware of modern sociological research, the political and economic situation, have an idea of the subculture of future listeners and readers, and their standard of living. Otherwise, it will not be effective. The role of metaphor in political discourse is focused on the parameter of evaluability (evaluability), the imagery of a metaphorical expression is subordinated to the task of conveying the emotional and evaluative attitude of the subject of speech to the interpreted political reality.

Metaphor is quite a popular phenomenon in modern political rhetoric. It gives expressiveness and emotionality to expressions that affect the recipient in a certainway.

A political metaphor carries a speech influence with the aim of forming in the recipient (most often in society) either a positive or negative opinion about this or that political unit (policy, party, program, event). To date, the rhetoric of US politicians attracts a lot of attention, so insufficient coverage of this issue has led to the need and urgency of research.

The purpose of the study: to determine the patterns of translation of metaphors used in the speeches of American presidents into Ukrainian.

The set purpose implies the need to perform the following **research tasks**:

1. To consider the concept of metaphor;

2. To determine a functionality of metaphors in political discourse;

3. To identify modern approaches to the translation of metaphors;

4. To find out lexical strategies of translating metaphors in the speeches of American presidents into Ukrainian;

5. To characterize grammatical strategies of translating metaphors in the speeches of American presidents into Ukrainian;

6. To analyze lexical-grammatical strategies of translating metaphors in the speeches of American presidents into Ukrainian

Object of research: speeches of US presidents.

The subject of the study: metaphors used in the speeches of the presidents of the USA and ways of their translation into Ukrainian.

To solve the problems, a comprehensive research **methodology** is used, which includes: a comparative method; structural and context types of analysis.

The practical significance of the study is due to the possibility of using its materials in further studies devoted to this topic.

The structure of work is determined by its purpose and tasks. The study consists of an introduction, two chapters, conclusions and references.

CHAPTER 1. THEORETICAL ASPECTS OF METAPHOR'S STUDY

1.1. The concept of metaphor and its functionality in political discourse

A person likens abstract concepts to objects of the sensory world, because for him this is the only way to know them and introduce others to them. This is the origin of the metaphor: "a metaphor is nothing but a comparison in which the mind, under the influence of the tendency to bring an abstract concept and a concrete object together, combines them in one word" [16].

Such convergences are usually based on vague analogies that are sometimes completely illogical; however, they clearly show what it is in the external world that attracts a person's attention and in which images what is depicted to him that his mind cannot grasp in a purely abstract form. [16] Thanks to this definition of a metaphor, it can be argued that a metaphor is the result of the speaker's figurative thinking process, which combines different concepts by analogy and association in one speech act [6].

Gradually, with the study of metaphor in rhetoric, linguistics and stylistics, its study has spread to those fields of knowledge that deal with problems of thinking, cognition, consciousness and conceptual systems. There is a tendency towards an extended concept of metaphor. This term refers not only to any way of figurative expression of content that exists in an artistic text, but also in the visual arts: cinematography, theater and painting. Now a metaphor is not only a stylistic device, but also a symbol in art, which can be non-verbal.

Today, the metaphor is used in various types of texts of different fields, different functional styles and genres. Most often, of course, a metaphor is implemented in artistic, journalistic and conversational and everyday functional styles, in which it acts as a stylistic technique or a way of figurative expression of content to strengthen the figurative and expressive function of speech.

In this case, the metaphor is realized in speech. In scientific and official-business functional styles, metaphor as a stylistic device is rarely used, because imagery and expressiveness can introduce inaccuracy, which is unacceptable in

these styles. But the metaphor in these styles can perform an explanatory function, especially with regard to abstract concepts and phenomena that are difficult to explain with words in a direct sense. It can also contribute to the creation of new terms, since when metaphorizing from the entire set of lexical-semantic variants of a word, only one is realized as a result of the narrowing or specialization of semantics [6].

If we talk about a metaphor in a broad sense, which functions in language and thinking, then in this case, in any text of any style and genre, we will meet a metaphor. As already mentioned, thanks to metaphorical processes, cognition and nomination take place, semantics develops both in semasiological and onomasiological aspects, new terms, new language expressions, word combinations appear, and therefore metaphor becomes words and expressions of general use. Most often, we do not even think about the fact that this or that expression or phrase is metaphorical, because the metaphor, which was once the mechanism of their emergence, is now not felt. In the texts of any functional style, it is difficult to notice a conceptual metaphor without specifically examining it, because the transfer of the sign of one object or phenomenon to another took place even during the emergence of the concept itself, and then the word [5].

Metaphor as a language and speech unit performs several different functions, depending on which it can be considered as a stylistic device, as a way of figuratively expressing content, as a way of learning and naming new concepts, and as a way of thinking. Although from a linguistic and stylistic point of view metaphor is of more interest as a speech phenomenon, it actually exists in both thought and language. Metaphor combines thinking, language and speech, which are closely related and cannot be considered separately. Metaphorical thinking generates a metaphor in speech, using already existing language devices, and creates new language devices, which essentially become metaphors in the language. Metaphors, or conceptual metaphors according to M. Johnson and J. Lakoff, in language are linguistic expressions that arose due to metaphorical thinking and took root in language as fixed expressions and phrases [12].

Thus, metaphor gives words a new lexical-semantic meaning, which gives language development. Its role in language and speech is significant, especially in relation to all abstract concepts and phenomena, since they are difficult to explain with words in the direct sense. Metaphor generates synonymy and polysemy, develops systems of terminology and emotional and expressive vocabulary, creates new lexical and phraseological constructions. Metaphor plays a huge role in language and speech, as it performs nominative, explanatory, emotional-evaluative, semantic and pragmatic functions [17].

Metaphor belongs to the objects of humanitarian research since the time of Aristotle, and judging by the number of scientific publications dedicated to it, it has not yet lost its position at the current stage of the development of scientific thought. The linguistic (linguistic-philosophical) aspect of the study of metaphor as a phenomenon is dominant on the general background, which is largely determined by its role in the subject's cognition of the surrounding reality and himself.

During its development, the theory of metaphor changed several paradigms and today represents a set of very heterogeneous and diverse concepts that can be considered as an object of study by themselves. Within the framework of the modern - anthropocentric - scientific paradigm, the metaphor, which receives the status of a "key" to consciousness, to the subject's mental activity [15], certainly becomes a priority object, including in various fields of linguistics - linguistic philosophy, linguistic cultural studies , discursive linguistics. A key issue in the study of metaphors is the question of typology, or the identification of the basic features of the phenomenon, which can be considered as a basis for the classification of linguistic material.

A review of the scientific literature allows us to state that the noted variety of proposed metaphor typologies is based on a limited set of features underlying metaphorization as a process. Scientists propose to single out "four main circumstances that determine the system of classification parameters: originality of the content plan (1) and expressions (2), strong dependence on the context (3), as well as the functional specificity of the metaphorical sign (4)" [9]. According to the

selected parameters, three classification options are distinguished: semantic, structural and functional [17].

Semantic (content) classification involves operating with such parameters as the subject of the transfer (main and auxiliary) and the formula (type) of the transfer. Thus, as part of the classification by subjects, anthropomorphic (whispering leaves, the moon smiles), animalistic (howling wind, biting frost), machine (control apparatus), floristic (the root of the word, branches of government) and spatial (breadth of the soul, high customs) are considered) metaphors [8].

The best known in domestic research practice is the variant of classification according to the type (formula) of metaphorical transfer; in particular, we are talking about the regular types of transfer for the national picture of the world: object → object, object → person, object → physical world, object → mental world, object → abstraction, animal → person, person → person, physical world → mental world [12]. As a typical sample of structural classification, an option based on a formal feature - the presence / absence of a reference word can be considered; as a result, the following varieties are distinguished: metaphors-comparisons – a two-member variant, and the second member of the metaphor is in the genitive case and can be transformed into a comparison; metaphors-riddles - the described object is either called by the name of another object, or is described periphrastically; metaphors attributing properties of another object to an object (poisonous look, life burned) [6].

Functional classifications assume reliance on such a feature as the purpose with which the metaphor is used in language. The proposed classifications of this type differ only in the number of selected functions (from 3 to 15).

An attempt to correlate the cognitive typology of metaphor as a claim to a "new word" in the study of a traditional object from the semantic, structural and functional side allows us to assume that a new version of the typology seeks to integrate all the previously used basic features of metaphor as a phenomenon. Cognitive typology is based on a functional criterion, but the concept of function is

translated into serving not language (communicative) processes, but mental processes.

Within the framework of typology, a meaningful criterion is considered, since we are talking about the interaction of knowledge structures. And in this case, as we can see, there is a shift in emphasis: it is not the transformation of the lexical meaning that is analyzed, but the interacting semantic spheres. And finally, the significance of the structural criterion is noted, which provides an interpretation of the metaphor as an interaction not of linguistic structures, but of structures of knowledge and experience.

A metaphor can become a means of rooting in the minds of recipients ready-made ideas that are not always adequate to reality. This statement is especially relevant for the field of mass communication, where language is perceived as a reflection of reality, but it is impossible to check the adequacy of reality and language.

In the information space, there may be verbal works that do not require the demonstration of a connection with reality (there may not be such a connection), which provides ample opportunities for PR technologies in political advertising.

Metaphor is postulated as a fundamental cognitive operation that participates in the organization, generalization of human experience and perception of the world. Metaphor permeates our entire everyday life and manifests itself not only in speech, but also in thinking and action. Our everyday conceptual system, within which we think and act, is metaphorical in its very essence. Our concepts organize the perceived reality, the ways we behave in the world and our contacts with people.

"Our conceptual system thus plays a central role in defining everyday reality. And if we are right in our assumption that our conceptual system is mainly metaphorical in nature, then our thinking, everyday experience and behavior are largely conditioned by metaphor", – wrote J. Lakoff and M. Johnson, creators of one of the leading directions of cognitive linguistics, theories of conceptual metaphor [22].

Metaphor is currently a subject of research and of special interest not only to philologists and linguists, but also to philosophers, psychologists, cognitive scientists, art critics, etc. It became one of the central issues in the study of human thinking and consciousness, which brought cognitive science, biology, sociology, psychology and philosophy to a new level.

Researches of recent years convincingly prove that metaphor is the main element of representation of reality in our world. In science, with the help of metaphor, they try to express new meanings, since "old concepts are already obviously unacceptable to new facts, and new concepts adequate to these facts have not yet been developed" [16].

If we talk about political discourse, metaphor plays an important role at the stage of processing political knowledge. It contributes to its integration into the concept sphere of political discourse, that is, it provides categorization of new information [12]. Therefore, adequate translation of political texts is of particular importance.

There are many classifications of metaphors based on different criteria. According to the structure, the metaphor is divided into simple (based on the actualization of one or more features) and expanded (consists of several metaphorically used words that create a single image) [11].

According to the morphological structure, it is possible to distinguish noun (has mainly an emotional and evaluative character), adjective (conveys a passive feature of an object or phenomenon) and verb (conveys an active feature of an object) metaphors [12].

Depending on the semantic weight, we have the following types of metaphor [11]:

1) nominative metaphor - proper transfer of the name;

2) a figurative metaphor that serves to develop synonymous means of language;

3) a cognitive metaphor that appears as a result of the transfer of meaning;

4) a generalizing metaphor that erases the boundaries between logical orders in the lexical sense of the word and promotes the emergence of logical polysemy.

Systematization by impact on the recipient includes faded metaphors that have lost their metaphoricality, phraseological metaphors that are in wide use, and original metaphors that surprise with their novelty.

Linguists [12] distinguish types of metaphors according to their formation and existence:

- fixed, i.e. those that, due to stable use, began to be counted as statements with a direct meaning, J. Lakoff calls these metaphors dead [13], F. Ungerer and X. Schmid - conventional. For example, *table leg, trojan horse.*

- figurative (original) - spontaneously born expressions, images with an indirect meaning.

- conceptual, cognitive metaphors are revealed as the transfer of information from one conceptual sphere of knowledge (sphere - source (donor)), containing a message about an object, an event, which is used to denote an object or phenomenon, to another sphere of knowledge (sphere of the speaker (goals). For example, the metaphor of *roots* identical to European culture - as the one that defines a rigidly fixed configuration and genetic axial structure - is a metaphor of a settled culture of matriarchy. Further, as a nomadic culture, it is conveyed by the metaphor of a *bulb rhizome* as a disguised stem that can grow in any direction [23].

- an ontological metaphor – in which an abstraction, such as, for example, a phenomenon, practice, emotion, or belief, is presented as something defined: an object, substance, capacity, or person-subject [13].

Metaphors are classified according to their degree of unexpectedness [13]. Therefore, irreversibly unexpected metaphors are called true metaphors. And those that are repeatedly used are clichéd metaphors. True metaphors refer to speech activity; and metaphors-clichés refer to language as a system.

Some linguists [1] assume that the main difference between the original and the worn-out metaphor is that the original metaphor is identified polysemically,

admitting multiple interpretations, and worn-out metaphors are monosemically unambiguously identified, assuming only one interpretation.

In addition to individual metaphors, there are also erased metaphors (so-called catachresis), which in some places are not perceived by scientists as tropes [21].

It should be noted that cases of metaphorical transfer perceived by us as metaphors may not be such. This happens when a word, as a result of a certain linguistic evolution, departs from its original meaning and begins to denote completely different things [13].

It is with similar situations that we face when we interact with most of the obsolete words that have already lost their meaning for us. But on the other hand, "erased" metaphors are not perceived by us precisely because the connection with the empirical basis of the metaphor has been transformed.

In the case of "erased" metaphors, this connection can be either deformed (due to linguistic, conceptual or historical changes), or so obvious that the very fact of transference becomes imperceptible. In each case, it is said that in the use of "erased" metaphors, such a connection is not the product of a specific conscious act of drawing an analogy.

Determining the "erased" metaphor only because of the inertness of the connection of comparison, it is possible to mistakenly "recognize" it. The meaning of the "erased" metaphor is more that the course of juxtaposition allegedly goes beyond its use.

Thus, the common examples of "erased" metaphors are the phrases *chair leg* and *eye of a needle.* Apparently, in this case, the comparison is made because of the mechanism of anthropomorphization in human language reception, however, such an analogy will not be deepened every time this expression is used. In other words, the nominative character of the greater number of "erased" metaphors is significant. Deepening the conceptual system at the verbal level, a person introduces new objects or phenomena into the language, organizing a metaphor. Thus, language finds its expression and confirmation of how a person "used" his

body for orientation in space, that is, he perceived the surrounding reality through a sense of corporeality.

Four thematic groups of conceptual metaphors are also distinguished: anthropomorphic metaphors, artifact metaphors, natural metaphors and social metaphors [11]. They best actualize and enable adequate translation of English-language political texts, and in the future, the above-mentioned thematic groups of conceptual metaphors will be used, investigating their translation potential and reception in a cognitive way.

The use of the noun "pundits" in journalism is metaphorical. Translated into Ukrainian, this word means scientist, expert, specialist, but it is a colloquial word used by politicians in the sense of *sage*: an influential political columnist in a newspaper, on radio or television, as well as in the administration.

Front bench – ministerial bench; ministers, leaders of the opposition (hence *front-bencher minister* - former minister or leader of the opposition), *back bench* - a bench for ordinary members of parliament (hence *back-bencher* - ordinary member of parliament).

The expression *Chief Whip* is metaphorical – the main organizer of the parliamentary faction, (monitors the observance of party discipline, ensures support for his party's policy and the presence of faction members at parliamentary meetings [4].

Golden parachute – golden handshake. Large monetary compensation issued to a senior executive of a corporation upon retirement or upon termination, including in the event of a takeover of the given company. Provided by the contracts concluded upon hiring.

Dark horse – a little-known political or public figure nominated for a major public office in conditions where the mutual rivalry between the main contenders deprives them of the opportunity to occupy this position. Presidents J. Polk, F. Pierce, J. Garfield are named among the "dark horses" who ended up in the post of the US president.

The front-runner metaphor means a leader, but in political articles it means the candidate who has the greatest chances (to occupy any position), "the leader of the race." The leader of the pre-election "race", especially in the initial stage, is the candidate who has the best chance of being nominated at the party convention [convention] and can win the election.

A distinctive feature of political texts is their "coloring", which is achieved through the use of various lexical means of expression (metaphors, epithets, similes). Most often in such texts there is a metaphor, which not only performs aesthetic and expressive functions, but is also the main means of expressing the author's style. "Being one of the most effective means of influencing the intellect and emotions of the addressee, metaphors (as well as other figurative and expressive means) have value not in themselves, as a means of revitalizing the material, but first of all from the point of view of the evaluative effect they have on recipient" [11]. Therefore, when translating, it is necessary to strive for the most accurate transmission of both the form and the semantic content of the metaphor of the source text.

1.2. Modern approaches to the translation of metaphors

The vast majority of scholars agree that translation is a complex process. To correctly and accurately convey the thought of the original, it is necessary not only to find a suitable version of the translation, but also to correctly convey its grammatical form. In some cases, stylistic factors are also added to this, which must be taken into account.

Translation of political texts is a special creative process that requires a special approach and the use of certain strategies by the translator. The main task and at the same time the difficulty of translating this type of text is to convey the embedded emotional message without significantly moving away from the original text. For this, it is important to choose the right translation techniques for linguistic and stylistic means used in the original text.

Structurally, metaphors are divided into simple, consisting of one lexical unit, and expanded, or widespread, which can be represented by a phrase, phrase, sentence or an entire text. Within the framework of the functional approach, P. Newmark singles out two main functions of metaphors: connotative and aesthetic.

The connotative function is related to the metaphor's ability to describe abstract and concrete concepts in detail, to more vividly express an opinion and characterize the qualities of the described object or phenomenon. The aesthetic function is understood as the metaphor's ability to have an aesthetic effect on the recipient, to interest and surprise them. P. Newmark notes that these two functions are harmoniously combined in the metaphor, representing the unity of form and content.

The semantic component of any metaphor includes the imagery and semantics of the described object. When translating metaphors, it is important for the translator to:

1) to correctly assess whether this semantic component is endowed with a positive or negative color, that is, to identify the reason / basis of the comparison;

2) understand whether the given area is connotative or denotative.

The traditional distinction between conventional (erased, linguistic) metaphors and author's metaphors (creative, linguistic, individual) is very significant for the theory and practice of translation. Depending on belonging to the first or second type, the methods of metaphor translation also differ. When translating conventional metaphors, one should strive to find a commonly used analogue in the language of translation, while author's metaphors are recommended to be translated as close as possible to the original.

According to the observations of foreign scientists, supported by the results of linguistic analysis, only half of the metaphors are reproduced by translators in the form of metaphors, in other cases they must use neutral means of language. From this we can conclude that, in addition to the classification of metaphors themselves, it is necessary to develop and implement methods of their translation.

Translation theory must consider any relationship between the original text and the translation to find and describe cases of correspondence or discrepancy between them. As translation practice shows, first of all, differences between the original and the translated text are influenced by the author's style, the writer's findings, and the individual characteristics of the person composing this or that text.

Since such single correspondences cannot be generalized, the linguistic theory of translation naturally cannot take them into account in its constructions, although it should be noted that it is precisely these "irregular" correspondences that represent the greatest difficulty for the practice of translation. The ability to find individual, single, "not predicted" by the theory of correspondence is precisely the creative nature of translation activity.

On the other hand, with the development of the translation business, such exceptions began to enter the generally accepted practice. Now we can say that they are amenable to analysis and study, which means that they can later be classified and analyzed in detail. Such processes are extremely beneficial to translators, given the variety of techniques used by authors-compilers of texts.

There are several approaches to describing the ways of translating metaphors, which were discovered by linguists in Ukraine and abroad. Thus, P. Newmark proposed to single out the following standard metaphor translation procedures, which we put as the basis of our work:

- preservation of a similar metaphorical image, i.e. literal translation;

- metaphor translation by simile;

- replacement by an equivalent metaphor used in the translation language;

- preservation of a similar metaphorical image with the addition of an explanation that makes the basis of the comparison explicit;

- paraphrasing.

In this research, the classification of metaphors, the author of which is P. Newmark, is presented. He singled out the following types of metaphors for which appropriate translation techniques are used:

1) Obliterated metaphors are common phrases in the language that are not even noticeable when used, for example:

Different intergovernmental bodies and interdepartmental mechanisms based at the United Nations headquarters in New York, as well as the United Nations Secretary-General, address a range of human rights issues.

Широке коло питань, пов'язаних з правами людини, розглядають різні міжурядові органи і міжвідомчі механізми, розташовані в штаб-квартирі Організації Об'єднаних Націй в Нью-Йорку, а також Генеральний секретар Організації Об'єднаних Націй.

In this example, there is an erased metaphor both in the original English and in the Ukrainian translation. In most cases, such metaphors are translated literally.

2) Cliché metaphors – metaphors that are used, as a rule, in a connotative function, that is, based on associations:

This meeting of minds gave birth to a new technology, a new industry standard and, on 17 October 1987, a new company.

Спільна робота блискучих розумів батьків-засновників дозволила створити нову технологію, новий галузевий стандарт і нову компанію, яка почала свою діяльність в жовтні 1987 року.

In this example, a metaphor-cliché is observed in the original English language and in the Ukrainian translation. When translating, such a lexical transformation as replacement is used.

3) Common metaphors - they include all idioms, for example:

With its finger on the pulse of the industry, ASUS will continue to be first to the market with cutting-edge products.

Тримаючи руку на пульсі нових тенденцій в індустрії, компанія ASUS прагне завжди бути першою серед тих, хто пропонує користувачам інноваційні продукти.

In this example, a phraseology is used in the original English language, which is translated into Ukrainian using an equivalent. The literal translation of such metaphors is not applicable.

4) Adapted metaphors. This type of metaphor is more often used in oral speech than in writing. When translating such metaphors, the meaning is preserved, but the use of paraphrasing, omission and addition is also possible:

Reliability is the cornerstone of Kingston's product strategy and contributes to the high degree of trust between Kingston and its customers.

Надійність є наріжним каменем товарної політики компанії Kingston і служить основою найвищого рівня довіри між компанією Kingston і її клієнтами.

In this example, the adapted metaphor in the original English language is translated into Ukrainian using techniques such as omission and addition.

5) Recent metaphors - they include neologisms, for example:

Kingston shares the concern of our customers that the sources of minerals used in the manufacture of our product are not considered "conflict minerals". Conflict minerals pertain to certain minerals (such as tin and gold) that are mined in countries where conditions of armed conflict and human rights abuses are reported to be occurring; most notably in eastern provinces of the Democratic Republic of the Congo (DRC).

Компанія Kingston поділяє занепокоєння своїх клієнтів тим, що при виробництві нашої продукції можуть використовуватися так звані "корисні копалини із зон конфлікту". Корисні копалини із зон конфлікту – це певні корисні копалини (такі як олово і золото), що видобуваються в країнах, що знаходяться в стані військового конфлікту, і / або в країнах, в яких зафіксовані порушення прав людини, до таких країн в першу чергу відносяться східні провінції Демократичної Республіки Конго.

In this example, a recent metaphor is used, when translating it into Ukrainian, an explanation is used.

6) Original metaphors are individual author metaphors. Here we are talking about the artistry of the style, where the translator preserves not only the form, but also the content:

The UN peacebuilding architecture comprises the Peacebuilding Commission, the Peacebuilding Fund and the Peacebuilding Support Office.

Архітектура побудови миру ООН включає в себе Комісію з миробудівництва, Фонд миробудівництва і Управління з підтримки миробудівництва.

In this example, the author's metaphor from the English language is translated literally. When translating such metaphors, you can use paraphrasing, because there is a risk of losing the meaning of the entire phrase, and the recipient will not feel the individual style of the author.

Metaphorical transfer is based on a person's ability to compare phenomena of different levels, to freely associate signs, but this freedom is, as a rule, somewhat limited by the ideas of the corresponding linguistic culture [9]. If the translator is not sufficiently familiar with the linguistic cultures of the original and the translation, then the metaphor is lost during translation. This can lead to the fact that the meaning will not be fully conveyed, and the translator must find some way of conveying to preserve the meaning [6].

In the theory of translation, there is a "law of preservation of metaphor", according to which a metaphorical image should be preserved as much as possible during translation. Failure to observe this law leads to the fact that the meaning of the phrase changes, and its aesthetic and pragmatic effect decreases [3].

In some cases, one should consider the danger of a literal translation of a metaphor, as a result of which an image that is completely foreign to the language of translation may appear. Therefore, in similar situations, it will be more correct to resort to a non-metaphorical explanation [7]. This indicates that the "law of preservation of metaphor" is rather not a law, not a strict rule, but a kind of recommendation for the translator. At the same time, the greatest difficulty in translation is represented by the author's metaphors, which do not have ready-made equivalents and cause difficulties in translation.

1.3. Political discourse characteristics and analysis

A translator who has chosen socio-political translation as the main direction of his profession should remember that the success of a translated text is determined by how effectively linguistic means of influence are used in the translation and how well the translated text corresponds to the norms of mass communication accepted in another language group.

Political discourse is also considered as the transmission of messages aimed at informing the public about something, establishing two-way communications in society to maintain social harmony and a positive image of a company or organization, or an individual politician. Political discourse is a speech-cognitive activity that performs a number of pragmatic, sociocultural, psychological and communicative tasks, and also affects the formation of cognitive processes in society within the framework of communication.

Political discourse is a collection of political texts. The most important component of political texts is the pragmatic effect they have on the addressee.

Pragmatics belongs to "the field of research in semiotics and linguistics, which studies the functioning of language signs in speech, including a complex of issues related to the speech subject, the addressee, their interaction in communication and the communication situation" [1]. From the point of view of linguistics, pragmatics is aimed at creating rules, the observance of which ensures the success of communication. The pragmatics of translating a political text consists in preserving the pragmatic effect of the original text, which is aimed at forming and maintaining a certain impression in the recipient.

The analysis of metaphors can be carried out not only according to any one feature, but also according to a set of various parameters. Thus, P. Newmark believes that it is necessary to strive to preserve the original form of the author's metaphor as much as possible, but at the same time he recognizes that excessive following of the original can introduce an imbalance into the overall style of the text. As P. Newmark rightly observes, the translator must make the choice to preserve or remove a metaphor in the translation according to the type of text he is

working with, as well as the number of individually authored metaphors in the text, i.e. pay attention to whether the text is overloaded with them. In addition, it is necessary to take into account the expediency of using metaphors in each specific situation.

As is well known, a political text is characterized by a pragmatic orientation, that is, a programmed attitude towards the social assessment of the fact presented in it in each direction. For the author of a political text, the recipient's reaction is the ultimate goal of communication, and it should only be the way he imagines it and has consciously programmed it. All the tools used, including metaphors, must serve to realize this goal, and the translator must correctly choose the translation techniques for transferring these tools to the target language.

Linguistic analysis of socio-political texts shows that in the political texts there are lexical units used to increase the influence and greater understanding of the readership:

1) special terms related to political and state life (parliament, deputy, majilis, revolutionary, anti-religious policy, democracy, collapse, referendum, authority, ballot, campaign, diplomatic, summit);

2) neologisms reflecting socio-political processes and ideological concepts (Obamacare, Blairism, Cameroonism, Putinism, United Russia);

3) colloquial words and phrases (political junkies, nuts-and-bolts guys, pundit, politically formidable, front-runner, gutsy, confab);

4) complex words when translated from Ukrainian to English (inter-ethnic, inter-confessional, inter-confessional, inter-regional, trans-border, intra-regional, air carrier, post-conflict, democracy, special service, nationwide, civil servant, trade unions, state agencies, state border);

5) phrasal verbs when translated from English into Ukrainian (to delve into, to poke smb in, to crack down on, to aim at, to drain away, to set out, to push forward; to dig into);

6) reduction (NATO, CIA, WTO, IMF, WTO, CSTO, GOP, Security Council, Ministry of Finance, Ministry of Agriculture, Ministry of Economic

Development, Executive Committee, Cabinet of Ministers, Regional Committee, Central Election Committee);

7) phraseological combinations and idioms (to point the finger at, under pressure);

8) figurative comparisons, metaphors, elements of irony (loud problems, unprecedented courage, progressive people, a military scenario, a political circus, price perversions, but officials can't "steer" for businessmen, the pulse of time, reputation, tricolor cloths);

9) quotes, exposition of other people's statements (As Gottemoeller pointed out, Moscow's concern with missile defense is "nothing new", having been revealed during the days of President Ronald Reagan's "Star Wars" plan almost 30 years ago);

10) words with a positive or negative emotional color (post-conflict rehabilitation, unprecedented testing, colossal damage, unfair competition, "moral society", successful negotiation, unsportsmanlike grandparents, avid oligarch, hot topics of international politics, supersaturated program);

11) neutral and stylistically marked words.

The analyzed text is characterized by the spread of mostly simple sentences. The number of complex sentences is significantly less, which, for example, is not characteristic of similar texts in the Ukrainian language. The order of words in sentences is usually direct, but cases of inversion are possible due to the need for a logical connection. Inversion is also often used for the logical selection of individual semantic elements.

The syntactic structure of political speech is clear, complete and stereotypical. This, as is known, is explained by the need for intelligibility and a logical sequence of presentation of complex material. The sentences have the same purpose of expression - they are almost always narrative. Questions are rare and are used to draw the reader's attention to any issue.

The lexical level is reflected in commonly used vocabulary and terminology, which is explained with the help of footnotes, clarifications, information in

parentheses and is a sign of a scientific style. The meaning of terms and their definitions must obey the rules of logical classification, clearly distinguishing between objects and concepts, allowing for ambiguities or contradictions. And, finally, the term should be a purely objective designation, devoid of any side meanings that distract the specialist's attention and introduce an element of subjectivity.

The grammatical aspect of the analyzed text sometimes causes difficulties, since lexical units can be studied or looked up in a dictionary, the rules of reading and spelling can be brought to automaticity by practicing reading texts, while grammatical phenomena and regularities need to be deeply studied and their logic understood.

The syntactic structure of the analyzed text due to various inflections, as well as often constructions, which sometimes complicate the understanding of the text, poses additional tasks for the analysis.

The syntactic structure of the analyzed text is clear, complete and stereotyped. This, as is known, is explained by the need for intelligibility and a logical sequence of presentation of complex material. The sentences in the analyzed text have the same purpose of expression - they are almost always narrative. Questions are rare and are used to draw the reader's attention to any issue.

Conclusions to the 1st chapter

In modern linguistics, metaphor is a complex, multifaceted phenomenon of language and speech, which arouses the great interest of domestic and foreign linguists. The mentioned language phenomenon is considered as an integral part of the language, necessary to achieve communicative, nominative and cognitive goals. Different aspects of the study of metaphor are in the focus of researchers' attention: its role in the process of cognitive-discursive modeling of reality,

features of functioning in different types of discourse, cognitive analysis of the source sphere and the target sphere.

A distinctive feature of political texts is their "coloring", which is achieved through the use of various lexical means of expression (metaphors, epithets, similes). Most often in such texts there is a metaphor, which not only performs aesthetic and expressive functions, but is also the main means of expressing the author's style. Being one of the most effective means of influencing the intellect and emotions of the addressee, metaphors (like other figurative and expressive means) have value not in themselves, as a means of revitalizing the material, but above all from the point of view of the evaluative effect they have on the recipient . Therefore, when translating political metaphors, it is necessary to strive for the most accurate transfer of both the form and the semantic content of the metaphor of the source text.

Having analyzed various ways of translating metaphors, we come to the conclusion that it is impossible to determine the best way of translating metaphors. Each type of text requires an individual approach to the process of transferring metaphors from one language to another. It should be noted that the translation of metaphors requires a special approach, since being carriers of national and cultural flavor, metaphors do not have exact counterparts and require the translator to have a certain skill and knowledge of cultural and historical realities.

CHAPTER 2. PATTERNS OF REPRODUCTION OF METAPHORS IN THE SPEECHES OF AMERICAN PRESIDENTS IN UKRAINIAN TRANSLATIONS

2.1. Lexical strategies of translating metaphors in the speeches of American presidents into Ukrainian

During this study, 50 metaphorical units, used in English-language political speeches, were analyzed.

In the process of text analysis and its translation into Ukrainian, the continuous sampling method, statistical method, vocabulary definition analysis method, transformational analysis, and distributional analysis were used.

The selection of terminological vocabulary was based on the following principles: thematic selection, compatibility of the term, considering the peculiarities of the semantic structures of foreign and native languages, stylistic neutrality of the term and its frequency characteristics [10].

The statistical method determines the presence of linguistic reality from the point of view of its reliability. The obtained conclusions regarding the analysis of the terminology of international transportation are accompanied by statistics and quantitative calculations. The statistical method allows you to determine the typical features of the studied terminology, fixing the specifics of the use of a certain language unit.

Transformational analysis is an experimental technique for determining syntactic and semantic similarities and differences between language objects due to similarities and differences in sets of their transformations [2]. This type of analysis is used to study the semantics of syntactic units and their components. The essence of this analysis is that the classification of language structures is based on their equivalence to other structures, that is, the ability of one structure to transform into another. Thus, airline terminology contains single instances of terminological phrases in which the placement of components changes, but the meaning of the entire phrase remains unchanged.

Thus, such changes in the placement of components preserve the lexical composition of the nuclear phrase and the syntactic relationship between lexemes. However, any change in the placement of components in most cases leads to a change in the meaning of the entire phrase [2].

To clarify the definitions of terms in order to organize them, an analysis of dictionary definitions or a thesaurus analysis was used to interpret the meaning of terminological units through dictionary definitions of terms.

The method of analysis of vocabulary definitions is accompanied by component analysis. To study formal and subject structures, such structural methods as component analysis and distributional analysis were used - a method of language study based on the environment (distribution) of individual units in the text [6], with the help of which the compatibility of terms and their detailed analytical-semantic relations - synonymy, polysemy, homonymy, etc.

Successive stages of distribution analysis:

1. text segmentation (speech flow) into units of a certain level (morphs, words, etc.);

2. identification of selected units, that is, grouping them into specific classes (morphemes, lexemes, etc.);

3. identification of relations between selected classes [4].

Component analysis is used to determine and describe the semantic structure of the terminological units selected for the study and their paradigmatic connections.

Consider the following example of using translation transformations:

Consequently, firms become complex organizations [33].

The following version of the translation of the specified sentence is offered:

Отже, корпорації стають складними організаціями.

In this case, we should talk about the use of such a type of lexical transformation as differentiation of meaning. We are talking about the lexeme *firm* used in the analyzed passage, which is polysemic and can have completely different meanings depending on the context. In this case, the dictionary equivalent

фірма was replaced by contextual *корпорація*, which shows a logical connection with the source word. In this case, it should become clear to the recipient that it is about corporations, and not about another kind of organizational structures.

Consider the following example of using translation transformations:

But in business, where competition is between products rather than companies, the line of sight between a CEO's decisions and whether a customer will buy a product at any given time is much less clear [33].

We offer the following version of the translation of the specified sentence:

Але в бізнесі, де конкуренція відбувається між продуктами, а не компаніями, точка зору, на основі якої формуються рішення генерального директора та точка зору, якою керується покупець при придбанні продукту в конкретний момент, постають набагато менш пов'язаними.

In this case, we should talk about the use of such a type of lexical transformation as differentiation of meaning. We are talking about the lexeme *competition* used in the analyzed passage, which is polysemic and can have completely different meanings depending on the context. In this case, the dictionary equivalent *змагання* was replaced by contextual *конкуренція*, what shows a logical connection with the source word. In this case, it should become clear to the recipient, that it is specifically about competition between brands and corporations, and not about competition as a phenomenon in general.

Consider the following example of using translation transformations:

Hair Care needs to add net competitive value to Pantene, whether by doing scale-effective hair care R&D across the six major hair care brands globally or in some other way [33].

We offer the following version of the translation of the specified sentence:

Догляд за волоссям має збільшити чисту конкурентоспроможність Pantene, чи то шляхом виконання масштабних науково-дослідних робіт із догляду за волоссям серед шести основних глобальних брендів засобів для догляду за волоссям, чи в якийсь інший спосіб.

The following translation strategies were used in the given sentence.

In this case, we should talk about the use of such a type of lexical transformation as modulation. We are talking about the lexeme *to add* used in the analyzed passage, which is polysemic and can have completely different meanings depending on the context. In this case, the dictionary equivalent *додати* was replaced by contextual *збільшити*, what shows a logical connection with the source word. In this case, it should become clear to the recipient, that it is in the translation, it is about increasing competitiveness, and not about adding any additional components to its characteristics.

Consider the following example of using translation transformations:

The same rule applies to each subsequent level of aggregation [33].

We offer the following version of the translation of the specified sentence:

Те саме правило «працює» на кожному наступному рівні виробництва.

In this case, we should talk about the use of such a type of lexical transformation as modulation. We are talking about the lexeme *to apply* used in the analyzed passage, which is polysemic and can have completely different meanings depending on the context. In this case, the dictionary equivalent *застосовуватися* was replaced by contextual *працювати*, what shows a logical connection with the source word. In the same way, we tried to bring the text closer to conversational intentions, which could help the reader better understand its content and draw conclusions about the effectiveness of the rules for conducting marketing work proposed by the author of the book.

2.2. Grammatical strategies of translating metaphors in the speeches of American presidents into Ukrainian

Let's begin the analysis by considering the regularities of the use of translation transformations when reproducing an English-language text in the Ukrainian language and its stylistic features.

Consider the following example of using translation transformations:

And beverages?[33]

We offer the following version of the translation of the specified sentence:

А як щодо напоїв?

In this example, such a type of grammatical transformation as addition was used during the translation. Fragment *and beverages* was translated by adding a construction *як щодо* to its literal reproduction. Adding here meant introducing into the translation elements that were absent in the original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

Consider the following example of using translation transformations:

In this environment, leadership must be focused squarely on figuring out how the organization can mobilize its assets and resources to deliver the biggest bang at the front line [33].

We offer the following version of the translation of the specified sentence:

За таких умов керівництво має бути зосереджене на з'ясуванні того, як саме організація може мобілізувати свої активи та ресурси, щоб досягти найбільшого результату на ринку.

In this case, we have an example of the use of such a type of grammatical translation strategy as omission. Thus, in the fragment *must be focused squarely*, the component *squarely* was omitted during the translation, as a result of which the complex syntactic construction, which contained a redundant meaning, was simplified and replaced by the construction *має бути зосереджене*.

Consider the following example of using translation transformations:

The individual outcomes of customers' decisions are far from easy for executives, removed from the front line, to predict and control [33].

We offer the following version of the translation of the specified sentence:

Керівникам, віддаленим від безпосередньої участі у практичній реалізації стратегій продажу продукції бренду, далеко не завжди легко передбачити та контролювати індивідуальні результати рішень клієнтів.

Thus, we observe a rearrangement within the analyzed sentence, because the construction used in the original text closer to its middle *executives, removed from the front line* is moved closer to the beginning of the sentence in the translated text. If in the original sentence this construction, is in postposition relative to the subject *it*, then during translation, the order of their location in the sentence changes, and the construction *керівникам, віддаленим від безпосередньої участі у практичній реалізації стратегій продажу продукції бренду* already preceding subject.

Consider the following example of using translation transformations:

In every case, if a layer is not generating net value that ultimately helps the product win at the front line, then that layer is at best superfluous and worst makes the product less competitive [33].

We offer the following version of the translation of the specified sentence:

У будь-якому випадку, якщо певний рівень бізнесу не генерує чистої вартості, яка зрештою допомагає продукту здобути популярність серед покупців, тоді цей рівень у кращому випадку зайвий, а в гіршому – робить продукт менш конкурентоспроможним.

The following translation strategies were used in the given sentence.

In this example, such a type of grammatical transformation as addition was used during the translation. Fragment *a layer is not generating* was translated by adding a lexeme *бізнесу* to its literal reproduction: *рівень бізнесу*. Adding here meant introducing into the translation elements that were absent in the original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

The phrase *net value* was translated by us using such a type of transcoding as semantic tracing: *чиста вартість*. This approach makes it possible to achieve equivalence in translation by means of literal translation of the word combination in form and content that correspond to the meanings of both words that are part of the specified word combination.

Consider the following example of using translation transformations:

The value that the higher layers need to provide is considerable, because having a level above the front line will automatically and unavoidably add two costs to the front line [33].

We offer the following version of the translation of the specified sentence:

Цінність продукту, створювана вищими підрозділами корпорації, є значною, оскільки наявність кожного з рівнів над безпосередніми продажами неминуче формує два додаткові напрямки витрат.

The following translation strategies were used in the given sentence.

In this example, such a type of grammatical transformation as addition was used during the translation. Lexeme *the value/цінність* was translated by adding a lexeme *продукту* to its literal reproduction: *цінність продукту*. Adding here meant introducing into the translation elements that were absent in the original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

In another example, such a type of grammatical transformation as addition was used during the translation. Construction *the higher layers / вищі підрозділи* was translated by adding a lexeme *корпорації* to its literal reproduction: *вищі підрозділи корпорації.* Adding here meant introducing into the translation elements that were absent in the original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

Consider the following example of using translation transformations:

So, what can the layers above do to earn their place in the chain? [33]

We offer the following version of the translation of the specified sentence:

Отже, що можуть зробити вищі керівні рівні, щоб заслужити своє місце в корпоративному ланцюжку?

In this example, such a type of grammatical transformation as addition was used during the translation. Lexeme *the chain/ланцюжок* was translated by adding a lexeme *корпоративний* to its literal reproduction: *корпоративному ланцюжку.* Adding here meant introducing into the translation elements that were absent in the

original, with the aim of correctly conveying the original content and observing the speech norms inherent in the culture of the translation.

Consider the following example of using translation transformations:

In distribution, for example, Frito-Lay can cost-effectively deliver Smartfood popcorn and Grandma's Cookies directly to stores because it is already delivering Lay's potato chips and Doritos corn-chip brands to a multitude of stores this way [33].

We offer the following version of the translation of the specified sentence:

Наприклад, система доставки Frito-Lay може рентабельно доставляти попкорн Smartfood і бабусине печиво безпосередньо до крамниць, оскільки таким чином вона вже доставляє картопляні чіпси Lay's і кукурудзяні чіпси Doritos у безліч магазинів.

In this case, let's pay attention to the strategy of translating the names of well-known international brands. In our view, brands like Lay's and Doritos are global, that is, they are known all over the world. Therefore, when reproducing them in the translated text, we used zero transcoding, that is, direct inclusion of the foreign language fragment in Latin letters. But for the translation of the brand name, semantic tracing was chosen, as a result of which a literal translation was obtained: *бабусине печиво*.

In other case, we observe a rearrangement within the analyzed sentence, because the construction used in the original text closer to its beginning *in distribution* is moved closer to the middle of the sentence in the translated text, and construction *for example*, however, was after *in distribution* in original text, and moved closer to the beginning of the sentence in the translated text. Therefore, we have a variant in the translation: *Наприклад, система доставки.*

2.3. Lexical-grammatical strategies of translating metaphors in the speeches of American presidents into Ukrainian

Using the algorithms and translation techniques proposed by Peter Newmark, we highlight the following in our examples of political speeches by H. Clinton and D. Trump:

1) full equivalent translation with image preservation;

2) replacement at the lexical-grammatical level;

3) contextual replacement;

4) demetaphorization.

An example of a complete equivalent translation with image preservation:

«*Suffice to say, even if the freeze takes hold, winter is not coming just yet in Siberia's oil patch*» [33].

«*Цього сказати буде достатньо, навіть якщо в результаті пропозицію все-таки заморозять, доки зима до сибірських родовищ не дісталась*».

In the given example, the metaphor is original and occupies an entire part of the sentence, so the translator, using a full equivalent translation, preserves its structure and image.

An example of substitution at the lexical-grammatical level:

«*... corruption from the top to the bottom of the system ...*» [33]

«*... корупція, що вплинула на систему знизу доверху*».

The original metaphor is translated into the Ukrainian language in its original form, but it is very difficult to grammatically translate it equivalently into the Ukrainian language, so the word "system" is omitted and the image of the system as a reservoir is left, the structure is changed, turning it into an adjectival inflection.

An example of contextual substitution:

«*A global economy that has lifted more than a billion people from poverty*» [33].

«*Світова економіка, завдяки якій понад мільярд людей у всьому світі скинули з себе кайдани злиднів*».

In this example, the translator changed the sub-sphere from "movement" to an idiomatic expression that more vividly expresses the metaphor of the original.

An example of demetaphorization: «*They are also difficult to negotiate, requiring detailed knowledge of the human terrain in a failed state and carving out complex compromises*» [33].

«*До того ж, про розподіл країни складно домовлятися, оскільки це вимагає глибокого знання особливостей населення держави, що розпалась, а також складних компромісів*».

In this example, it is difficult to find an equivalent metaphor, determining the meaning of "carve out" and not violating the adequacy of the translation, so the translator omits it.

Let's pay attention to the translation of the fragment: *scale-effective hair care R&D*. For an adequate reproduction of the original text, we used such a type of lexical-grammatical transformation as compensation. Its use was due to the need to replace the original element with a similar or any other element that compensates for the loss of information and is able to have a similar effect on the reader. So, in particular, the English constructions *R&D* were replaced in the Ukrainian translation by constructions more familiar to the Ukrainian language *науково-дослідних робіт*. The constructions chosen during the translation are more characteristic of the grammar of the Ukrainian language, their use makes it possible to compensate for the inevitable losses that occur during translation.

After analyzing quotes from the political speeches of H. Clinton and D. Trump, four main methods of translation were determined, namely full equivalent translation, contextual substitution, substitution at the lexical-semantic level, and demetaphorization.

According to the results of the study, the most frequent applied strategies of translating metaphors in the speeches of American presidents into Ukrainian were outlined. The following translation strategies were most often used: contextual

substitution (43% of translation cases), full equivalent translation (31% of translation cases), substitution at the lexical-semantic level (20% of translation cases), demetaphorization (6% of translation cases).

A more detailed ratio of the applied strategies of translating metaphors in the speeches of American presidents into Ukrainian is presented in Figure 1.
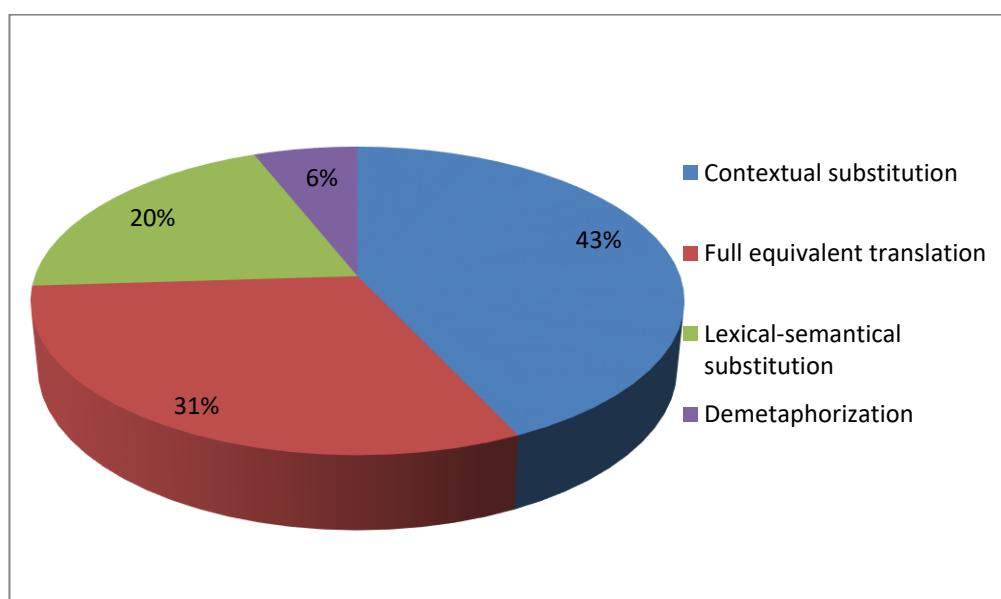

Figure 1. Correlation of applied strategies of translating metaphors in the speeches of American presidents into Ukrainian

So, the choice of one or another method of applied strategies of translating metaphors in the speeches of American presidents into Ukrainian depends on many factors, including the structure of the text, traditions of adaptation of certain groups of neological units.

It was found that H. Clinton's speeches are more often translated using equivalent translation and contextual substitution. The politician uses the original metaphors of the volume, the use of an equivalent translation makes it possible to preserve their structure and image.

D. Trump uses idioms more often, so it is more efficient to avoid their exact translation by resorting to the use of lexical-semantic substitution and demetaphorization. However, one should not forget that the translation will always depend on the type of text and the features of the translator's reception.

Conclusions to the 2nd chapter

During this study, 50 metaphorical units, used in English-language political speeches, were analyzed.

According to the results of the study, the most frequent applied strategies of translating metaphors in the speeches of American presidents into Ukrainian were outlined. The following translation strategies were most often used: contextual substitution (43% of translation cases), full equivalent translation (31% of translation cases), substitution at the lexical-semantic level (20% of translation cases), demetaphorization (6% of translation cases).

So, the choice of one or another method of applied strategies of translating metaphors in the speeches of American presidents into Ukrainian depends on many factors, including the structure of the text, traditions of adaptation of certain groups of neological units.

It was found that in the analyzed examples of political speeches by H. Clinton and D. Trump, metaphor translation methods are used disproportionally. H. Clinton's speeches are more often translated using equivalent translation and contextual substitution. The politician uses the original metaphors of the volume, the use of an equivalent translation in the translation makes it possible to preserve their structure and image.

D. Trump uses idioms more often, so it is better to avoid their exact translation by resorting to the use of lexical-semantic substitution and demetaphorization. However, one should not forget that the translation will always depend on the type of text and the features of the translator's reception.

CONCLUSIONS

In modern linguistics, metaphor is a complex, multifaceted phenomenon of language and speech, which arouses the great interest of domestic and foreign linguists. The mentioned language phenomenon is considered as an integral part of the language, necessary to achieve communicative, nominative and cognitive goals. Different aspects of the study of metaphor are in the focus of researchers' attention: its role in the process of cognitive-discursive modeling of reality, features of functioning in different types of discourse, cognitive analysis of the source sphere and the target sphere.

A distinctive feature of political texts is their "coloring", which is achieved through the use of various lexical means of expression (metaphors, epithets, similes). Most often in such texts there are different kinds of metaphors, which help to convey the main meanings of the author's expressions. Being one of the most effective means of influencing the intellect and emotions of the addressee, metaphors (like other figurative and expressive means) have value not in themselves, as a means of revitalizing the material, but above all from the point of view of the evaluative effect they have on a recipient. Therefore, when translating political metaphors, it is necessary to strive for the most accurate transfer of both the form and the semantic content of the metaphor of the source text.

Having analyzed various ways of translating metaphors, it can be concluded that it is almost impossible to determine the best way of translating metaphors. Each type of text requires an individual approach to the process of transferring metaphors from one language to another. It should be noted that the translation of metaphors also requires a special attention because of the social, cultural and historical differences in background, since metaphors do not have exact counterparts and require the translator to have a certain skill and knowledge of cultural and historical realities.

In the course of this study, 50 metaphorical units, used in English-language political speeches, were analyzed. According to the results of the study, the most

frequent applied strategies of translating metaphors in the speeches of American presidents into Ukrainian were outlined. The following translation strategies were most often used: contextual substitution (43% of translation cases), full equivalent translation (31% of translation cases), substitution at the lexical-semantic level (20% of translation cases), demetaphorization (6% of translation cases). So, the choice of one or another method of applied strategies of translating metaphors in the speeches of American presidents into Ukrainian depends on many factors, including the structure of the text, traditions of adaptation of certain groups of neological units.

As for the prospects of possible further future research of translating metaphors of speeches of American presidents into Ukrainian, the following main indicator that this topic is essential and has even more potential lies in the very fact of political discourse's importance against the backdrop of the ongoing war in Ukraine and the country's extremely valuable political affairs. One could always continue researching the ways of conveying metaphors from the much more modern speeches of all current American politicians. Not only would that enrich the Ukrainian translations with culturally and politically proper metaphors' counterparts, but it would also ensure the further development of mutual politics.

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ANNEX

Original text	Ukrainian translation
Suffice to say, even if the freeze takes hold, winter is not coming just yet in Siberia's oil patch.	Досить зазначити, що навіть якщо заморозки посиляться, справжня зима ще не настане в сибірському нафтовому поясі.
Republicans must realize that scandals don`t weaken Hilary Clinton, they only make her stronger. Hilary Clinton eats scandals for breakfast.	Республіканці повинні зрозуміти, що скандали не послаблюють Хіларі Клінтон, а лише роблять її більш сильною. Хіларі Клінтон дуже легко справляється зі скандалами.
No. I promise – if I wanted it, I would have got it.	Ні, я запевняю – якщо б я хотів, я б це отримав.
What would you do with people who avoid tax? – I would kill them.	Що б ви зробили з людьми, які ухиляються від податків? – Я би вбив їх.
One of the most disturbing things about this election is just the unbelievable rhetoric coming from the top of the Republican ticket.	Одна з найбільш турбуючих речей на цих виборах – це неймовірна риторики верхушки республіканців.
There are children in the room.	Тут присутні діти.
Men at times talk like that.	Чоловіки інколи так кажуть.
A lot of people don't think I will beat Hillary, but they should prepare to be wrong.	Багато хто думає, що я не зможу перемогти Хіларі, але їм слід бути готовими помилитися

You may have seen that I recently launched a Snapchat account. I love it. Those messages disappear all by themselves.	Можливо, ви помітили, що я створила аккаунт у додатку "Snapchat". Мені він дуже подобається, тому що повідомлення самі зникають.
Justin, just give it a rest.	Джастін, припини вже.
Mad Man era.	Часи Божевілля.
You have to look at the skyline of London with the Shard poking through like a gigantic cocktail stick	Вам слід поглянути на горизонт Лондона, де пробивається хмарочос «Скалка», схожий на гігантську коктейльну трубку.
It's like Watergate, except Trump and his own Deep Throat. He's Cheap Throat.	Наче під час Уотергейтського скандалу, за виключенням Трампа та його анонімного джерела інформації. Та він просто базарна баба.
And instead of fully apologizing for it he said it was a big story where you are but it was not a big story where I am.	Замість того, щоб вибачитися, він сказав, що великі новини є там де знаходитеся ви, а невеликі – там, де я.
Along with great shame comes great fandom and along great fandom come weirdos.	Поряд з великим соромом з'являються і великі прихильники, та серед прихильників з'являються диваки.
But instead of choosing between tax cuts, wars and social spending, they chose all three – and left the bill for future generations	Замість того, щоб обирати між зменшенням податків, війнами та соціальним забезпеченням, вони обирають все разом одночасно і залишають рахунок майбутнім поколінням.

He is tap dancing faster than a flaming dancer.	Його танці по клавішах швидші за запальний танець.
Republicans left theit clothes unguarded while they cavorted in a hot tub of borrowed cash.	Республіканці залишили свій одяг без нагляду поки купалися у ванній, повній позичених грошей.
Can Clinton Do a Trump?	Чи переможе Клінтон Трампа?
Try rolling up your sleeves while you're wringing your hands.	Підкотіть рукава, коли будете кусати лікті.
When you cultivate effective partners, you can harvest real rewards.	Коли ви формуєте взаємовідносини з успішними партнерами, то ви можете отримати справжню винагороду.
A post on Facebook complaining how useless Facebook is.	Світлина у Фейсбуці про те, який Фейсбук непотрібний.
And do not be distracted by his latest attemps to muddy the waters.	І не відволікайтесь на його недавні спроби каламутити воду.
Trump is a performance, even a meme, but certainly not a stateman.	Трамп - це спектакль, або ж навіть мем, але ніяк не державний діяч.
So let's fix what's broken about it.	Давайте полагодимо те, що тут не працює.
From the start, Donald Drump has built his campaign on prejudice and paranoia.	З самого початку Дональд Трамп побудував свою виборчу кампанію на упередженнях та параної.
If by any chance she gets elected she wants me to be either her ambassador to Iraq or Afghanistan. It's my choice.	Якщо вона отримає перемогу на виборах, то захоче, щоб я був її послом у Іраку або в Афганістані. Проте вибір за мною.
I'm a modest person, in fact, many people tell me that modesty is perhaps my best quality. Even better than my	Я доволі скромна людина. Багато хто каже, насправді, що скромність – одна з найкращих моїх рис. Навіть

temperament.	краще за мій характер.
Who is tweeting at 3 a.m. sober? Donald Trump. Because it's 10 a.m. in Russia; those are business hours.	Яка твереза людина буде писати у Твіттері о третій годині ночі? Лише Дональд Трамп. Тому що в цей час десята година ранку в Росії, та це його робочий час.
Jeb Bush is low energy, Ben Carson is super low energy.	Джеб Буш має слабку енергетику, а Бен Карсон – ще слабкішу.
I am businessman, I've got to get along with everybody.	Я бізнесмен. Я повинен вміти дружити з усіма.
They say I have the most loyal people. Did you ever see that? Where I could stand in the middle of Fifth Avenue and shoot somebody and I wouldn't lose any voters? It's incredible!	Кажуть, в мене найвідданіші прихильники. Ви коли-небудь це бачили? Я міг би встати посеред П'ятої авеню та вистрелити в когось, і не втратити жодного виборця, чи не так? Це неймовірно!
It is great to be here with a thousand wonderful people or as I call it "a small intimate dinner with some friends" or as Hilary calls it "her largest crowd of the season".	Так добре бути тут разом із тисячею чудових людей, або як я їх називаю, «невеличким обідом у колі друзів», або ж як Хіларі називає це - «найбільший натовп за весь сезон її кампанії».
People look at the Statue of Liberty and they see a proud symbol…a beacon of hope for people around the world. Donald looks at the Statue of Liberty and sees a four. Maybe a five if she loses the torch and tablet and changes her hair.	Люди дивляться на Статую Свободи і бачать гордий символ…маяк надії для людей усього світу. Дональд дивиться на статую і бачить даму "на четвірочку." Можливо, "на п'ятірочку", якщо вона прибере свій факел, зніме капелюха та змінить

	зачіску.
I don't know whether I would sound decent.	Я не знаю чи було б це гідно казати.
This parliament is like a mafia.	Цей парламент працює як мафія.
I do understand your sensivity and I will change it to gangsters.	Я розумію, що це вас образило. Нехай буде не мафія, хай буде гангстери.
…corruption from the top to the bottom of the system.	…корупція, що вплинула на всю систему повністю.
Mastering foreign affairs Trump may not have mastered object permanence which you really need to be a good president or even a good baby.	Набуваючи досвід у зовнішній політиці, Трамп, можливо, не засвоїв уявлення про стабільність, яка потрібна як президенту, так і хорошій дитині.
Well, you're right about Islamophobia	Так, ви маєте рацію щодо ісламофобії.
Trump is reinforcing harmful stereotypes and offering a dog whistle to his most hateful supporters.	Трамп зміцнює пагубні стереотипи та дає команду «фас» своїм найбільш ненависним прихильникам.
I am no known for my sense of humor…people say I am boring compared to Donald…	Я не можу похизуватися почуттям гумору…люди кажуть, що у порівнянні із Дональдом, я нудна.
But I am not boring at all…In fact I am the life of every party I attend…and I have been to three.	Але це не так. Насправді, я – душа компанії на будь-якій вечірці. Але була я поки лише на трьох.
I am sure Hillary is going to laugh quite a bit tonight, sometimes even at appropriate moments	Я впевнений, що цього вечора Хіларі буде сміятися, навіть, коли це доречно.
He can finally get back to focusing on	Нарешті він може повернутися до

the issues matter, like: did we fake the moon landing? What really happened in Roswell? And where are Biggie and Tupac?	дійсно важливих питань: чи ми імітували посадку на Місяць? Що насправді трапилося у Розveллі? Та де Біггі та Тупак?
No matter what happens to America, she will always rebound with the most powerfully staged photo-ops in the world.	Незалежно від того, що трапиться з Америкою, вона завжди реабілітується завдяки своїм Спектаклям по всьому світу.

РЕЗЮМЕ

Курсову роботу присвячено дослідженню способів перекладу метафор, ужитих у англомовних політичних промовах. У ході роботи висвітлено основні етапи наукового дослідження функціонування метафоричних конструкцій в політичному дискурсі, описано наявні способи перекладу метафор, ужитих у політичних промовах президентів США, проаналізовано зразки англомовних політичних промов, та здійснено перекладацький аналіз фактичного матеріалу дослідження (усього 50 одиниць). Крім того, у курсовій роботі складено таблицю, що містить зіставлення оригінальних англомовних особливостей вживання метафор у промовах президентів США та їхніх перекладних відповідників в українській мові.

Ключові слова: переклад, перекладацький аналіз, метафора, політичний дискурс, способи перекладу