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INTRODUCTION

Introduction to the <u>term paper's main idea</u> on "Theoretical and Practical Aspects of Military Terminology Translation in Media Discourse" delves into the nuanced and multifaceted process of translating specialized military terminology within the context of media discourse. This exploration is not merely a linguistic endeavor but also a cultural and contextual challenge that translators face in the realm of international communication and news reporting.

<u>The theoretical basis of the research</u> is the works of scientists and researchers in the field of translation studies, namely works V.V. Balabina, P.A. Matyushi, Y.Y. Retzkera, O.D. Schweizer, E.V. Breus and other scientists.

The significance of accurately translating military terminology in media cannot be overstated. In an era where information spreads rapidly across the globe, the precise translation of military terms plays a crucial role in ensuring clear, accurate, and unbiased communication. This task is complicated by the specialized nature of military vocabulary, which is steeped in the culture, history, and technological advancements of its origin. Therefore, understanding the theoretical aspects of linguistic translation, specifically as it pertains to phraseology and idiomatic expressions, forms the bedrock of effective communication in this field. This is the <u>rationale of this study</u>.

<u>The aim of this work</u> is to describe the linguistic characteristics of phraseologisms, investigate the complex nature of its translation, and examine the peculiarities of political discourse that influence the translation process.

To achieve the aim, we need to complete the <u>objectives</u>:
- review linguistic theory;
- to research theoretical sources in translation studies;
- characterize political discourse;
- the analysis of translation transformations of phraseologisms into the political discourse.

The investigation subject of this work is peculiarities of the translation of phraseologism in the political discourse.

The object of the research is phraseologisms in political discourse.

The data sources are texts of political genres. The total number of analyzed phraseologism is 37.

The work uses a set of methods, namely: analysis of linguistic and educational and methodological literature, necessary for understanding the conceptual apparatus of research; methods of contextual analysis; method of systematization for the study of structural features and linguistic means of political discourse; descriptive method; quantitative analysis of researched translation transformations in the translation of political discourse.

Theoretical and practical value of the research is determined by the possibility of applying the research results when reading university special courses and special seminars on terminology. The obtained data can be used in phraseologycal practice.

Outline of the research paper structure. The work consists of an introduction, two sections (theoretical and practical), conclusions, a list of used sources, annex and summary in Ukrainian.

Chapter 1 of this work sets the theoretical framework by offering a comprehensive review of general linguistic theories related to phraseology as a linguistic phenomenon. It delves into the intricacies of translating English phraseological units into Ukrainian, highlighting the challenges and strategies in bridging cultural and linguistic divides. Furthermore, it presents a succinct overview of political discourse, emphasizing its relevance to translation of political discourse phraseology. The chapter culminates in a discursive and stylistic analysis of a text fragment from the studied discourse, providing a practical application of the theoretical insights discussed.

Chapter 2 transitions from theory to practice, focusing on the translation analysis of political discourse phraseology. This section not only identifies the lexical and grammatical transformations inherent in the translation process but also elucidates the reasoning behind these transformations. By categorizing these changes into lexical,

grammatical, and combined transformations, this chapter offers a detailed examination of the methods and variants employed in translating of political discourse phraseology. This analysis aims to reveal the multifaceted approach required to achieve accuracy and fluency in translation, underscoring the importance of context, cultural nuance, and the intended audience.

The conclusions drawn from this work aim to bridge the gap between theoretical knowledge and practical application, offering insights into the complexities of translating phraseologisms in political discourse. By navigating the challenges posed by linguistic, cultural, and contextual factors, this course work endeavors to contribute to the broader field of translation studies and enhance the understanding of phraseologisms translation in political discourse.

In summary, this course work addresses a critical and timely issue in the field of translation studies, providing a thorough examination of the theoretical and practical aspects of translating political discourse phraseology. Through a detailed exploration of linguistic characteristics, translation features, and political discourse peculiarities, this work seeks to offer valuable perspectives and strategies for translators, linguists, and scholars engaged in the dynamic field of political communication.

CHAPTER 1: PHRASEOLOGY AS A LANGUAGE PHENOMENON AND TRANSLATION CHALLENGE

1.1 Phraseology as a language phenomenon

It begins with a detailed overview of the general linguistic theory related to the coursework, diving deep into the essence of language as a complex system of communication and the specificities of phraseology as a linguistic phenomenon within that system. This foundational understanding is crucial for navigating the multifaceted process of translating military terminology, a task that requires not only linguistic precision but also cultural sensitivity and contextual awareness.

Language, in its broadest sense, is the medium through which humans convey ideas, emotions, and information. It is a system characterized by its dynamism and adaptability, reflecting the ever-evolving nature of human thought and society. The study of language from a linguistic perspective thus encompasses a wide range of elements, from the sounds that form words to the complex structures that compose sentences, and further, to the discourse that emerges from interconnected sentences. At the heart of this intricate system are the words themselves, and among these words, phraseological units hold a place of particular interest for translators and linguists alike.

Phraseology as an independent linguistic discipline arose in the 40s of the 20th century. The prerequisites of the theory of phraseology were laid down in the works of O. Potebny, I. Sreznevskyi, O. Shakhmatov and F. Fortunatov. The linguistic works of the Swiss linguist S. Bally also influenced the development of phraseology.

Phraseology, as a branch of linguistics, delves into the study of fixed expressions, idioms, proverbs, and other types of set phrases that are used more often in speech and writing than would be expected by chance alone. These phraseological units are fascinating because they encapsulate cultural wisdom, historical contexts, and collective experiences in compact, often metaphorical expressions. The challenge of translating these units lies not just in the literal transference of words from one language to another but in capturing their essence, their cultural connotations, and their intended impact within a new linguistic and cultural setting. This challenge is

magnified in the realm of military terminology, where precision and clarity are paramount [16].

Phraseology as a science studies stable word combinations of two or more words, which are united by semantic integrity and in the process of speech position themselves as ready-made verbal formulas. Phraseology faces its own specific study of the peculiarities of the structure of phraseological units and mechanisms of formation of semantic integrity in combinations of words. Phraseology analyzes the reasons for the phraseologisation of given word combinations and examines the relationships between phraseological turns and other linguistic units: a word, a word combination, and a sentence. Elucidation of the historical etymological basis of phraseological units and the definition of the laws of the development of phraseological composition are also among the functional features of phraseology [16].

One of the features of phraseology is that it preserves national and cultural information, which, in turn, is characterized by diversity. That is, phraseology is a verbal embodiment of stereotypes, ideas and assessments of a certain society, which combine traditions and customs, rituals and a religious aspect, philosophical concepts. It is the cultural memory of the people that is most vividly expressed with the help of the phraseological component of the language.

Phraseology is characterized by stability. N. Khoma notes that with the help of phraseology it is possible to study the mentality of each people, to understand its imagery and way of thinking [8: 412]. According to L. Savchenko, phraseology is an imprint of pictures of reality, which contains fragments of culture, history, ethnography, psychology, worldview, religion, mentality, the national character of the people is reproduced, it is a kind of example of careful and vigilant coding of its spiritual culture [7: 522].

In the process of the formation and development of phraseology as an independent discipline, the emergence of greater disagreements in the views of linguists regarding the interpretation of many issues is observed.

The object of studying and defining the boundaries of phraseology is debatable, namely the establishment of the so-called framework of competence of phraseology as

a branch of linguistics. There is a wide and a narrow circle of competence of phraseology. A wide circle of phraseology is determined on the basis of the usage of phraseological units as they are. In the narrow circle of interests of phraseology, a phraseological unit is identical to a certain word. In other words, to the sphere of competence of phraseology belong to all stable combinations of words that nominate a concept or an object in speech, but are not a means of communication.

Aspects of the study of phraseology are phraseological units and their stability, phraseological systematicity and semantic structure of phraseological units, the origin of phraseological units and their main functions. Phraseology also deals with the development of principles for the selection of phraseological units, methods of their study, classifies phraseological units and describes them in dictionaries [16].

The national originality of phraseological units of various languages is primarily related to their imagery. Phraseologisms are unique, original in their internal form. They are a complex phenomenon that reflects both the linguistic factors themselves, which are determined by the specifics of the lexical-semantic and grammatical system of specific languages, and extralinguistic factors related to the life of the nation – the peculiarities of the national character, spiritual composition, culture, and the peculiarities of ethnic life , traditions, customs, specifics of the historical development of the people. Features of figurative motivation in the meaning structure of idioms are important for clarifying the linguistic picture of the world and its vision by the people who speak one or another language. The phraseological unit, being nominative, illuminates the process of nomination in the form of a linguistic sign, the final result of which is a linguistic picture of the world.

Phraseology is a branch of linguistics that is closely related to lexicology and the main unit of research is word combinations. But, unlike lexicology, which studies a word and its semantics as a separate whole, phraseology studies a word combination as a complete semantic compound, the nominative meaning of which can be radically different from the meaning of the individual words forming it. Considering this fact, we are talking about socio-cultural, national, religious, etc. features that underlie causal factors that influence the formation of semantic features of word combinations.

Phraseology as a branch of linguistics has its own object and subject research. The object of phraseology is a phraseological unit, which is a combination of words with stable semantic meaning. The subject of phraseology is the study of the functioning of phraseological units, their structure, formation and origin. Researchers and scientists in the field of phraseological research have developed its methodological base during the relatively short existence of phraseology.

The methods of phraseology are used to solve a wide variety of issues related to the study and expansion of the scientific-methodological base of phraseology. They touch on the study of phraseological units and phraseology as a whole, pay attention to the semantic aspect of phraseological units, their classification, structure and structure, relationships between the components of phraseological units, context and phraseological volume, as well as stability, investigate phraseological systematicity, the origin of phraseological units and their basic functions.

The study of phraseology occupies a large niche in the field of linguistics and linguistics and is one of the most necessary tools with which it is possible to study the lexical content of any given language, the history of the formation of its vocabulary, the history of the origin of word combinations, and to determine the cultural and historical background of the existence and development of the language people, the nation as a whole.

So, a phraseology can be interpreted as stable, stable in composition, a semantically indivisible unit of language that is formed from concrete components based on the relationship between their meaning and grammatical structure.

1.2 Theoretical background of translating phraseological units

The main thing in the translation of phraseological units is the translator, his knowledge and professionalism are important. Understanding the text and context, the use of lexical units, and the level of mastery of two languages – the original language and the translation language – are important for the accurate and correct choice of translation method and idiom translation. The context is important precisely because

of its specificity, since English idioms are characterized by polysemy and stylistic characteristics, which complicates the translator's work.

The peculiarity of the translation of phraseological units from English into the Ukrainian language is the difference between these languages and their belonging to different language groups, different cultural past, on the basis of which the linguistic, in particular, phraseological content of each language was created.

The translation of idioms is an issue that many researchers have dealt with, but they have not reached a single approach to the transfer of idioms by components of another language. The main task when translating a phraseology is to convey the meaning and imagery of the phraseology, depending on the context in which it is used.

Translation of phraseological units is a complex phenomenon due to the fact that:

1) the words in the phraseological units acquire a new meaning, therefore the literal translation of this lexical unit is impossible due to the loss of the meaning of the phraseological unit;

2) due to the variety of idioms, recognizing them in the text is a difficult phenomenon, therefore, if the translator is not familiar with the topic of idioms, the choice of translation strategies can distort it in the translation language;

3) selection of methods of translation, adaptation and adequate translation is a complex and long-term phenomenon in the translator's work.

Translation strategies of phraseological units are divided into equivalent and non-equivalent translations. The first type includes a full or partial translation, while the second includes a descriptive translation and a tracing [17].

Phraseological translation is used when translating a phraseology with an equivalent idiomatic equivalent. Usually, the equivalent has the same content, stylistic focus and emotional expressiveness.

Phraseological equivalents are phraseological units in the target language with their full meaning preserved. A phraseological equivalent is an analogue in the target language that facilitates both the work of the translator when choosing a translation strategy and the reader when understanding the context. Equivalents are equal stylistically, metaphorically and reflect the same emotional and expressive coloring,

have the same component composition, have the same grammatical category and have the same figurative meaning [5].

Phraseological equivalents are divided into:

1) Full equivalents are fully equivalent equivalents in the original language and in the translated language. Full equivalents are the only possible translation that preserves the meaning of the phraseology, lexical, stylistic and grammatical composition. Some researchers call them identities. For example, *a fire in the blood – вогонь у крові, bread and circuses – хліба і видовищ* [16].

2) Partial (not full) equivalents are idioms that are not identical in all meanings, those that have the same meaning, but a different form, a different grammatical and lexical meaning [5].

It is worth paying special attention to the meaning of equivalents in both languages with which the translator works. Similar phraseological units can have similar lexical composition, but different meanings.

A phraseological analogue is a phraseology that has the same figurative meaning, but a different image [22]. Using analog during translation means preserving the stylistic and emotional-expressive component. Examples of phraseological analogues: *hair about the heels – невихованість, to curl smb's hair – налякати когось.*

When there is no equivalent or analogue of the original phraseological unit in the translation language, tracing can be used, which is a method of its literal transmission. Note that this method of translating phraseological units can be used only if the result is an expression that is easily perceived and adequately understood by the addressee. A literal translation is not a phraseological translation, because it does not use ready-made phraseological units that exist in the language of translation. The result of a literal translation is the creation of a new expression that is understandable to the recipient of the translation.

Descriptive translation is the reproduction of a phraseology by a free combination of words, while the peculiarities of the phraseology (metaphoricality, expressiveness, connotation, imagery) are lost. This type of translation is rarely used, only when there is no equivalent or analogue [22]. Descriptive translation was used

when translating the following units: *between the cup and the lip a morsel may slip – не варто радіти завчасно, much water runs by the mitt that the miller knows not of – навколо відбувається багато речей, які ніколи не зрозуміти.*

Tracing (tracing) – copying phraseology according to a sample in another language. This type is used only if, during the translation, it is not possible to convey the semantic-stylistic meaning, imagery, and emotional-expressive color during the translation [22]. Effective tracing paper is used in the translation of word games, which include phraseology.

Phraseological equivalent, analogue and tracing paper are used most often when translating phraseological units in media texts. These types of translation preserve expressiveness and imagery in the translated language and preserve the interest and emotional load that is conveyed in the original text.

Combined (mixed) translation is a translation method that combines transliteration and transcription, transcription and descriptive translation, transliteration and descriptive translation, etc. [22]. For example: *patient as Job – терплячий як Іов, when Greek meets Greek, then comes the rug of war – найшла коса на камінь.*

In addition to those described above, there are other types of translation – antonymic translation, combined translation, literalism, lexical translation, contextual translation.

Antonym translation is the selection of the opposite meaning, that is, the negative meaning is transformed into its opposite [22].

Literalism is a complete copying of the words of the original phraseology. Unlike tracing, literalism distorts the original language with word combinations. Because of this, translators do not use this form.

Lexical translation is the transfer of a phraseology that was in the original language to a lexeme in the translated language.

Contextual translation is the selection of phraseology in the language of translation, which will be as similar as possible to the original, according to the context.

Nephraseological translation. With the help of this technique, it is possible to convey the meaning of a phraseology using non-phraseological means of the target language. It is usually resorted to only if it is impossible to use any of the well-known phraseological equivalents. It is difficult to consider such a translation as complete, even taking into account the possibility of compensating the context, since there is always a certain loss of expressiveness, imagery. Accordinly, translators resort to this technique only in case of extreme necessity.

Therefore, the choice of an adequate way of translating a phraseological unit depends on the complexity of their semantic structure, figurative nature, national and cultural specificity of its meaning. The main methods of transmitting English phraseological units through the means of Ukrainian languages are their equivalent and analog, descriptive translation, as well as tracing.

In sum, the translation of political discourse phraseology is a complex and multifaceted task that requires deep theoretical knowledge, practical skill, and ethical consideration. The theories of translation studies offer invaluable insights and frameworks for navigating this challenging field, emphasizing the importance of context, purpose, cultural adaptation, and ethical responsibility in the translation process. Through the application of these theories, translators can achieve translations that are not only accurate and effective but also culturally sensitive and ethically sound, thereby facilitating clearer understanding and communication across linguistic and cultural divides.

1.3 Specifics of political discourse text analysis

Given the complexity and multifaceted nature of political discourse, it's essential to delve into its characteristics with a nuanced understanding. Political discourse, as a domain of language use, encompasses a wide array of communication forms, including speeches, debates, policy documents, media reports, and social media content, among others. It is the medium through which political ideas, ideologies, policies, and identities are constructed, communicated, and contested. In exploring the characteristics of political discourse, one must consider its rhetorical strategies, the role

of ideology, the use of language to exercise power and influence, and the impact of context and medium on the communication process [12].

Political discourse is inherently rhetorical, employing strategies designed to persuade, engage, and mobilize audiences. Aristotle's rhetorical appeals—ethos (credibility), pathos (emotional appeal), and logos (logical argument)—are as relevant today in political discourse as they were in ancient Greece. Politicians and political actors use ethos to establish their credibility and authority, pathos to connect with the emotions and values of their audience, and logos to present logical arguments in support of their positions. For example, in campaign speeches, a politician might use ethos to highlight their experience and qualifications, pathos to evoke a sense of national pride or concern over societal issues, and logos to argue for the efficacy of their policy proposals [20].

Ideology plays a central role in shaping political discourse. It provides the framework through which political reality is interpreted and presented. Ideological language is not neutral; it reflects the beliefs, values, and interests of specific groups or classes. Through the strategic use of language, political actors can frame issues in ways that reflect their ideological positions and influence public perception. For instance, the choice of terms such as "tax relief" versus "tax burden" can reveal underlying ideological stances on taxation and government spending [9].

The exercise of power and influence is a key characteristic of political discourse. Language is used not only to communicate information but also to shape identities, define in-groups and out-groups, and legitimize or delegitimize certain actions, policies, or actors. Michel Foucault's concept of discourse as a form of power that shapes knowledge and social practices is particularly relevant here. Political discourse can construct realities that serve the interests of powerful actors while marginalizing alternative voices or perspectives. An example of this is the use of euphemisms or coded language to discuss controversial or sensitive issues, which can obscure the reality of the situation and influence public opinion in subtle ways [10].

The context and medium through which political discourse is communicated also significantly influence its characteristics. The rise of digital media and social

networking platforms has transformed the landscape of political communication, allowing for more direct interaction between political actors and the public. This shift has led to changes in the style and content of political discourse, with an increased emphasis on personalization, informality, and the strategic use of viral content. However, it has also raised concerns about the spread of misinformation, the polarization of public opinion, and the challenges of maintaining a civil and informed public discourse [14].

In sum, the characteristics of political discourse are shaped by the interplay of rhetorical strategies, ideological frameworks, the exercise of power, and the context and medium of communication. Understanding these characteristics is crucial for analyzing how political meanings are constructed and communicated, and how they influence the beliefs and behaviors of individuals and societies. As political discourse continues to evolve in response to changes in media, technology, and social dynamics, ongoing analysis and critique are essential for fostering a healthy and democratic public sphere.

Building upon the foundational aspects of political discourse, it's crucial to explore further the dynamics of interaction and the role of narrative in shaping political realities. Political discourse is not just about the transmission of ideas; it is also about interaction – between political figures and the public, among politicians, and within communities of discourse. This interaction is mediated through language, which serves as a tool for negotiation, conflict, and consensus-building [12].

The main form of implementation of political communication is a political text as a component and (or) result of political activity. The field of political texts is wide, but they all have in common that they are a form of presenting political goals to society in accordance with the main goal of politics – obtaining and maintaining power. According to the place of implementation (parliament, elections, congress), a parliamentary speech is distinguished (it is regulated by special rules; in addition, there are differences in the speech of a minister, deputy, chancellor), pre-election, party, congratulatory, festive (dedicated to the memory of someone – memorial and New Year's (Christmas)).

The interactive nature of political discourse is evident in debates, interviews, and public forums, where politicians and political actors engage directly with each other and the audience. These interactions are strategic, with participants employing various linguistic tactics to assert dominance, challenge opponents, or align with public sentiment. Politeness theory, for instance, can be applied to understand how politeness strategies are used to mitigate face-threatening acts or to enhance the speaker's image. Yet, in the heat of political debate, aggressive strategies might also be employed to undermine opponents or to project strength and decisiveness.

Narratives play a pivotal role in political discourse, providing a framework for understanding complex political events and issues. Narratives help to simplify and organize information, making it more accessible and compelling to the audience. Through storytelling, political actors can frame issues in particular ways, highlight certain aspects while omitting others, and evoke emotional responses. The power of narrative in political discourse lies in its ability to shape perceptions of reality, identity, and morality. For example, the narrative of the "American Dream" has been a powerful tool in U.S. politics, used to promote values of individualism, hard work, and opportunity.

Furthermore, the concept of framing is integral to the analysis of political discourse. Frames are cognitive structures that shape how individuals interpret the world around them. In political discourse, framing involves the selective presentation of facts, issues, and events in a way that encourages certain interpretations and evaluations. Erving Goffman's frame analysis provides a useful theoretical tool for understanding how political actors construct frames to influence public opinion and agenda setting. For instance, framing an environmental policy as an economic opportunity rather than a regulatory burden can significantly affect public support for the policy [11].

Political discourse is defined by scientists as a completed message that has a clearly oriented pragmatic attitude (involvement in the political process), combines distinctive features of oral speech and written text with a complex of semiotic (para- and extralinguistic) means, is based on democratic principles, but according to the rules

of strict institutional hierarchy. At the same time, the most important means of a politician in the struggle for power and maintaining the circle of his supporters is speech.

The multimodal nature of contemporary political discourse also merits attention. Political messages are no longer confined to written or spoken text; they are often accompanied by images, videos, and interactive elements, especially on digital platforms. Multimodal discourse analysis considers how these various modes of communication work together to produce meaning. In political campaigns, for instance, the visual imagery used in advertisements can reinforce or contradict the verbal message, playing a crucial role in shaping the candidate's image and the public's perception.

In conclusion, the characteristics of political discourse are complex and multifaceted, encompassing the strategic use of language for persuasion, the construction of narratives and frames, the dynamics of interaction, and the integration of multimodal elements. Understanding these characteristics requires a nuanced approach that considers the interplay of linguistic, cognitive, and social factors. As political discourse continues to evolve, especially with the advent of new media technologies, the need for critical analysis and understanding becomes ever more important. Such analysis not only enriches our comprehension of political communication but also empowers citizens to engage more effectively in the democratic process, recognizing the ways in which language shapes political reality.

Political discourse is a set of political texts that circulate in society, producing and attaching meaning to politically significant symbols and concepts, which become criteria for the rightness or wrongness of actions within a certain society. This textual reality, on the one hand, is created by political subjects, and on the other hand, it creates them.

Interest in the analysis of political texts is due to such a factor as the internal problems of the Lignistic theory. This analysis is needed for purely practical purposes: to study the political thinking of society and monitor various trends in the field of public

consciousness, attempts to free political communication from the manipulation of public consciousness.

Public speeches of politicians, statements of politicians, political observers and commentators, publications in mass media, materials of specialized publications dealing with various aspects of politics can be included in political discourse. Political discourse is the discourse of politicians. It is formed in the context of the functioning of political institutions (government meeting, parliamentary session, party congress, etc.) and is political if it accompanies a political act in the appropriate institutional atmosphere. It is taken into account, first of all, that the main function of political discourse is the function of influence with the help of speech, and linguists are interested in what language and speech means are used to impose political ideas.

1. The text under analysis headlined "Companies and Universities Can Help Reverse Military Recruiting Shortfalls Threatening America's National Security" **(CUC)** belongs to the genre of academic writing. It is of political discourse.

2. The text was taken from https://www.military.com/daily-news/opinions/2024/02/06/companies-and-universities-can-help-reverse-military-recruiting-shortfalls-threatening-americas.html. The text is aimed at a wide range of people who are interested in military topics. This text sounds like a call to the American population, especially to employers and universities, to join the ranks of the military, because there is a shortage of personnel. It tells about the advantages of military affairs.

3. 1) Structural level of the text is ensured by lexical and semantic cohesion.

A. Lexical cohesion is implemented by repetition links, which are:

- simple lexical repetition: *military, skills, members, leaders*;

- complex lexical repetition: *As leaders, we can set goals to accelerate veteran transition, provide avenues to launch veterans on corporate career pathways, and build a mentorship pipeline between C-suite leaders and transitioning military members*;

- co-reference: *At PenFed, our Military Employment Program offers comprehensive support for transitioning service members and their families. At*

William & Mary, we have developed a specialized Veteran to Executive Transition (VET) class for high-performing transitioning military members;

- substitution: *Military recruiting shortfalls threaten our national security during a critical time as two wars that could quickly escalate are being waged.*

B. Grammatical cohesion and syntactical structure is ensured by sequence of tenses.

C. The definite article in this case "the" shows that the author points to specific intelligence agencies of America. The use of the indefinite article here "a" means that the author indicates common words that we all know.

D. Compound and complex sentences, as well as the use of conjunctions and prepositions, ensure grammatical cohesion.

2) Semantic level establishes the macroproposition of the text: the speaker talks about that managers and employers should now encourage young people to serve in the army, and veterans should be provided with jobs in the future.

4. Stylistic characteristics of the text are:

1) Strong positions of the text:

- As veterans of the Army and Navy, we know the value of service and the diverse skills and backgrounds of our fellow service members, including people from every community, ethnicity and economic status, united in their commitment to support and defend the United States.

- More young people will take the step to join and serve when they understand how incredibly valuable military service is for personal and professional development.

- As leaders, we can set goals to accelerate veteran transition, provide avenues to launch veterans on corporate career pathways, and build a mentorship pipeline between C-suite leaders and transitioning military members.

- We can inspire the next round of military recruits and encourage support for their decision to join with an even brighter future following their service.

- At PenFed, our Military Employment Program offers comprehensive support for transitioning service members and their families. At William & Mary, we have developed a specialized Veteran to Executive Transition (VET) class for high-performing transitioning military members.
- As leaders at corporations and universities, we have the power to inspire the next generation of young people who will defend our freedom and continue to serve as leaders throughout their careers.

2) Weak positions:

- The Army, Navy, Air Force and Coast Guard all missed their recruiting targets last year, while the Marine Corps and Space Force narrowly met theirs. The National Guard is seeing shortages at all ranks and in all states.
- These are the ethos of military service and the values that give life purpose, meaning, focus and direction.

3) Tropes:

- Metaphor: It's both an investment in your institution and our national security.
  They have an ingrained sense of purpose and commitment to mission success that is in their DNA.
  These are the ethos of military service and the values that give life purpose, meaning, focus and direction.
- Rhetorical questions: Why aren't high school and college students today considering a career or even a term in the military?
- Personification: These experiences don't often translate into neat resumé bullets.

4) The author used special vocabulary, that is *veterans of the Army*, *The National Guard*, *military training*, *an investment*.

So, political discourse is interpreted as institutional communication that uses a certain system of professionally oriented signs, i.e. it is characterized by its own sublanguage (vocabulary, phraseology and paremiology). The choice of lexical and

phraseological means of speech is directly related to the types of speech acts and requires attention to the target audience for which the political text is intended.

CHAPTER 2: POLITICAL DISCOURSE PHRASEOLOGY: DISCOURSE FEATURES, TRANSLATION OPTIONS

2.1 Lexical transformations in the translation of political discourse phraseology

One of the main problems of the theory of military translation today is the "identification, definition, normalization and standardization of the main terms and definitions of its conceptual construction".

It is really difficult to translate phraseological units. Therefore, the reason is that most of them are bright, figurative, concise and polysemantic language units. When translating, it is necessary not only to convey the meaning of the phraseology, but also to find its imagery and not lose its stylistic function. It is equally important to take into account certain features of the context.

The difficulties of translating English phraseological units into Ukrainian are connected not only with differences in the structure of the English and Ukrainian languages, but also, first of all, with the special status of phraseological units, which mostly belong to semantically indivisible expressions, in which the plan of content does not coincide with the plan of expression. Undeniable difficulty during translation is caused by the national-cultural colouring of phraseological units, the idio-ethnic component of their meaning, in the case of reproduction of which the lexical composition, structure, and images of the source and target phraseological units may not match.

The practice of translation, including the military translation, is inconceivable without deep knowledge of the theory and comprehension of the complexity of the translation process. According to the definition given in the linguistic encyclopedia of O.O. Selivanova, transformation is the basis of most translation methods, which consists in changing the formal (lexical or grammatical transformations) or semantic (semantic transformations) components of the source text while preserving the information intended for transmission [22: 536].

There are two main groups of translation transformations: lexical and grammatical, and one complex group lexical-grammatical. Lexical transformations unite receptions for transcription and transliteration, calculation and lexical-semantic substitutions (concretization, generalization, modulation). Grammatical transformations combine syntactic techniques approximations (verbal translation), division of sentence, combining sentences, grammatical substitutions (word forms, parts of speech, member of the sentence). Lexical-grammatical transformations – antonymic translation, explication (descriptive transfer) and compensation. In addition, in some cases the English speaking military terms have consistent correspondences in the Ukrainian language that do not have coincidences in the semantics of its components. In experienced translator of the military texts may allow mistakes in the translation of terms, which coincide in form (pronunciation, writing, word-formative structure), but differ in meaning and use [15: 64].

Formal lexical transformations are a type of transformation by which words can be translated at the phonetic and graphic levels. Among all other transformations belonging to the formally lexical ones, we managed to use tracing translation to translate sentences of English-language mass media texts.

Tracing translation is a method of translation in which foreign words and expressions are borrowed during the literal translation of a specific language unit. This type of translation was used in the following sentences:

1) *For eight years, he carried out silovik orders, combining the role of Kremlin <u>gray cardinal</u> with treasurer of the main source of silovik power, the chairmanship of state-owned energy giant Gazprom* **(UW)**. – *Протягом восьми років він виконував накази силовиків, поєднуючи роль Кремлівського <u>сірого кардинала</u> з охоронцем головного джерела влади силовиків, обов'язками голови належить державі енергетичного гіганта Газпром.*

In this sentence, we managed to translate the phraseology "gray cardinal" as «сірий кардинал», using a tracing translation and such a way of transferring the phraseology as an absolute equivalent.

2) *We needed to see businessmen in clear daylight, not through the rose-colored spectacles of some "invisible hand"***(BBC)**. *– Нам потрібно було бачити бізнесменів при ясному денному світлі, а не через рожеві окуляри якоїсь «невидимої руки».*

In this sentence there is a tracing translation of "to see through the rose-colored spectacles", which we managed to translate as follows: «бачити через рожеві окуляри».

3) *The yellow press had been conducting a campaign which had forced the government to take this step* **(RPB)**. *– Жовта преса проводила кампанію, яка змусила уряд піти на цей крок.*

In this sentence, we managed to translate it as "yellow press" by using a tracing translation and transferring the phraseology to the absolute equivalent of «жовта преса».

4) *Cigarettes and alcohol seized by Customs and Excise are suspected of finding their way back on the black market rather than being destroyed, according to an official report* **(BBC)**. *– Згідно з офіційним звітом, підозрюють, що сигарети та алкоголь, конфісковані на Державній митно-акцизній службі Сполученого Королівства, скоріше відправляться назад на чорний ринок, ніж будуть знищені.*

In this sentence, using a tracing translation and a way of transferring phraseology, the absolute equivalent of "the black market" was translated as «чорний ринок».

Another lexical transformation is **transliteration**, less often – transcription. Transliteration consists in borrowing the graphic form of a word, transcription – the sound form of a word. These transformations are ideal for translating different geographical names and proper names and are almost always used together:

1) *So what really matters is who they will have by their side. Someone is going to hold the balance of power on the 8th of May and it won't be David Cameron or Ed Miliband. But it could be Nigel Farage. It could be Alex Salmond. Or it could be me and the Liberal Democrats* **(CDC)**. *– Тож, що насправді важливо, це те, з ким вони будуть працювати пліч-о-пліч. Хтось збирається розпорядитися владою 8*

травня, і це буде не Девід Камерон чи Ед Мілібенд. Але це міг би бути Найджел Фарадж. Це міг би бути Алекс Салмонд. Або я і ліберальні демократи.

Due to the differences in the two languages, there is a problem with non-equivalent vocabulary, in which case translators use the following stylistic transformation – ***descriptive translation***. This method helps the translator reproduce explanations for language units that do not have equivalents in the target language:

1) *This is a massive storm; hurricane-force winds extend some 175 miles in every direction of the center. The storm may strengthen as it meets the cold front approaching <u>from the northwest</u>, and that's when it changes from a tropical storm to a nor'easter, which has very big implications for those areas to the west of us and to the north of us* **(PUHS)**. *– Це масивна буря; вітри через дію урагану простягаються приблизно на 175 миль у кожному напрямку від центру. Буря може посилитися, коли зустрічається <u>з холодним фронтом</u>, що наближається з північного заходу, і тоді вона змінюється з тропічної бурі на ураган з снігом, що має дуже великі наслідки для цих районів на захід та на північ від нас.*

2) *It is absolutely fine to be talking about potential war crimes, but the moment you <u>set things in stone</u> you make it easier for the other side to discredit your work," said Philippe Sands, a UCL law professor who has served at the UN International Court of Justice and the European Court of Human Rights* **(UW)**. *– «Абсолютно нормально говорити про потенційні воєнні злочини, але у той момент, коли ви <u>виносите остаточний вердикт</u>, ви полегшуєте іншій стороні дискредитацію вашої роботи», – каже Філіп Сендс, професор права UCL, який працював у Міжнародному суді ООН та Європейському суді з прав людини.*

3) *Poland's President Andrzej Duda has accused Berlin of <u>breaking its word</u>, saying that modern German Leopard tanks, promised by Berlin to backfill Soviet-era tanks sent to Ukraine, have not arrived* **(UW)**. *– Президент Польщі Анджей Дуда звинуватив Берлін <u>у порушенні обіцянки</u> – мовляв, сучасні німецькі танки «Леопард», якими Берлін обіцяв замінити відправлені в Україну радянські танки, так і не прибули.*

Concretization is a method of translation in which a word with a broader meaning is replaced by a word in the translation with a narrower meaning.

1) *I am afraid they have failed the first test even before they've had a weekend of talks because it looks more like* <u>*passing the begging bowl*</u> *round than a comprehensive plan to vaccinate the world* **(BBC)**. *– Я побоююся, що вони провалили перше випробування ще до того, як провели переговори на вихідних, тому що це більше схоже на* <u>*передавання миски з проханнями*</u> *по колу, ніж на комплексний план вакцинації світу.*

In this sentence, we specified the phraseology *passing the begging bowl* as a «миска з проханнями».

2) *A banking scandal highlights the problem of* <u>*black money*</u> *in India* **(BBC)**. *– Скандал навколо банківської сфери висвітлює проблему* <u>*«брудних грошей»*</u> *в Індії.*

In this sentence, with the help of concretization, we translated the phraseology *black money* as «брудні гроші, а не чорні гроші».

Generalization is used to replace a unit with a narrower meaning by a unit of the translation language with a wider meaning.

1) *It may well be a matter of weeks – rather than months or years – before David Cameron has a* <u>*golden opportunity*</u> *to reclaim powers for this country which were so foolishly handed away by his predecessors* **(CDC)**. *– Сподіваємося, що* <u>*унікальна можливість*</u> *повернути країні вплив, так безглуздо втрачений попередниками, з'явиться у Девіда Кемерона вже через декілька тижнів, і не доведеться чекати довгі місяці або навіть роки.*

In this sentence, with the help of generalization, we managed to translate the phraseology *golden opportunity* as «унікальна можливість».

2) *Most of us* <u>*go red*</u> *when, for example, we receive a compliment or have to give an impromptu speech – it's perfectly normal* **(RPB)**. *– Більшість із нас* <u>*червоніє*</u>*, коли, наприклад, нам роблять комплімент або доводиться виступати з імпровізованою промовою, – і це цілком природно.*

In this sentence, with the help of generalization, we translated the phraseology *go red* as «червоніє».

3) *It is here that we remember that even when hatred burns hottest, even when the tug of tribalism is at its most primal, we must resist the urge to turn inward* **(UW)**. *– Саме тут ми пам'ятаємо, що навіть коли ненависть палає найгарячіше, навіть коли жага до фанатичної приналежності до свого суспільства є головною, ми повинні протистояти поклику прийняти участь у цьому.*

When translating this statement, the transformation of the generalization of meaning was used. The expression "the tug of tribalism" is literally translated as "the fierce struggle for tribalism", which means the irresistible desire of an individual to belong to his society, which sometimes causes inter-tribal enmity.

Modulation is a transformation when the meaning of translated unit is logically deduced from the meaning of the original unit.

1) *Without faulting anyone so far, it's vital, where there is such a lot at stake, to throw the maximum possible light on the methods, assumptions and data built into our understanding of how this epidemic will develop* **(BBC)**. *– Не звинувачуючи нікого, вкрай важливо, коли на кону стоїть так багато, якомога більше дослідити методи, припущення та дані, що лежать в основі нашого розуміння того, як буде розвиватися ця епідемія.*

The noun *stake* is translated as «кону» not using the direct translation «ставка».

Differentiation is a transformation when a translator chooses the best option of translation from the dictionary list. For example:

1) *Leaders know that stringent containment measures such as lockdowns cannot be reimposed on a significant scale because a large part of their economies and food systems are informal, and stimulus packages are expensive* **(RPB)**. *– Лідери знають, що суворі заходи стримування, такі як локдауни, не можуть бути застосовані в значних масштабах, оскільки значна частина економіки та продовольчих систем цих країн є приватними, а пакети стимулів коштують дорого.*

2) *Britain's blue bloods finding it hard to pay the bills* **(BBC)**. *– Британським аристократам все важче сплачувати рахунки.*

We used the method of differentiation of meaning and a descriptive way of transferring phraseology, and we managed to translate "blue bloods" as "aristocrats".

3) *John Reid, the health secretary, completed his political transformation from <u>red-blooded communist</u> to loyal monarchist yesterday by leaping to the defence of Prince Charles* **(BBC)**. *– Вчора Джон Рейд, Міністр охорони здоров'я, палко захищав принца Чарльза. Так відбулася його політична «трансформація» від <u>затятого комуніста</u> до вірного монархіста.*

So, from the results of the research, we found that lexical transformations, in particular tracing translation, is the most widely used when translating phraseological units of political discourse.

2.2 Grammatical transformations in the translation of political discourse phraseology

Since translators constantly face certain difficulties related to the differences between the grammatical systems of the original and translation languages, the study of theoretical material on this topic proves that translation requires the use of grammatical translation transformations.

Grammatical translation transformations consist in changing the grammatical features of a word, phrase or sentence during translation and, as has been proven, are used to avoid grammatical direct translation. Thanks to the grammatical transformation, the literal translation adapts to the norms of the target language and becomes an adequate translation.

Having analsed texts of the translation of political news we found the following grammatical transformations (the number of found examples are given in parentheses):

Permutation (transposition or inversion) – is a grammatical transformation that changes the order of words in a phrase or sentence:

1) *There's <u>a brain drain</u> – leaving Russia. <u>Shutting down</u> independent news* **(BBC)**. *– Вже виїхало двісті тисяч людей. Це <u>витік мізків</u> – виїжджати з Росії. <u>Затикання</u> незалежних новин.*

In this example, we can see a phrase "a brain drain" which is transliterated as «витік мізків». In this case the political language of texts under analysis requires

clarity, and in the translation as well, because not every person can understand such transliteration.

The reasons for the application of the permutation are the differences between the systems of English and Ukrainian languages, first of all, it is the lack of strict word order in the Ukrainian language, as it is in English.

Replacement is type of transformation, which presupposes changes in the word forms, parts of speech, parts of the sentence, types of syntactic relations. E.g.:

1) *Everyone is listening to you now. You came by the tens of millions to become part of a historic movement, the likes of which the world has never seen before. <u>At the center</u> of this <u>movement</u> is a crucial conviction that a nation exists to serve its citizens. Americans want great schools for their children, safe neighborhoods for their families, and good jobs for themselves* **(NH)**. *– Усі зараз вас слухають. Ви прийшли десятками мільйонів, щоб стати частиною історичної ідеї, подібної до якої ще світ ніколи не бачив. <u>В основі</u> цієї <u>ідеї</u> вирішальне переконання, що існує нація, яка служить своїм громадянам. Американці хочуть чудових шкіл для своїх дітей, безпечних мікрорайонів для своїх сімей та гарних робочих місць для себе.*

● Replacement of Parts of Speech:

2) *He also accused Russian tanks of firing on residential buildings during fighting in the city and of seeking to erase Severodonetsk "<u>from the face of the earth</u>"* **(UW)**. *– Тим часом керівник Луганської ОВА Сергій Гайдай звинуватив Росію у тому, що вона намагається захопити Сєвєродонецьк, застосовуючи тактику «<u>спаленої землі</u>».*

The results of the study suggest that one of the most commonly used structural changes is the replacement of parts of speech. The translator uses them the cases when there is no part of the language or construction in the Ukrainian language with the appropriate meaning when the norms of compatibility require it.

● Replacement of Word forms:

3) *Unlike other regions occupied by Russian forces, the military in Melitopol have been trying <u>to win people's hearts and minds</u>* **(UW)**. *– На відміну від інших*

окупованих регіонів, у Мелітополі російські військові намагаються завоювати серце й розум людей.

Instead of the singular form, the plural form is used in translation.

4) *Ukraine plays crucial roles in the global food supply* **(BBC)**. *– Україна відіграє ключову роль у поставках харчів у світі.*

5) *The roots of the changes which transformed the political map of Europe at the end of the 1980s can be traced to a number of developments during the 1960s and 1970s.* **(NH)**. *– Коріння перетворення, яке змінило політичну карту Європи наприкінці 80-х років, можна побачити у подіях 60-х і 70-х років.*

Instead of the plural form, the singular form is used in translation.

● Replacement of Tense Paradigms:

5) *Speaking during an interview with CBS News, Mr Biden said such action "change the face of war unlike anything since World War Two"* **(RPB)**. *– Про це він заявив в інтерв'ю CBS Evening News. За його словами, такі дії «змінять обличчя війни на щось, чого не було з часів Другої світової».*

Here, instead of the present tense, the future tense is used.

● Replacement of Type of a Sentence:

6) *Don't let their voices be drowned out by those with more wealth, more political influence, or those supported by malign external actors* **(RPB)**. *– Не дозволяйте, щоб їхні голоси були заглушені тими, хто має більше статків, більше політичного впливу, або тими, кого підтримують недружні зовнішні сили.*

Words were often added or omitted in these translations.

The transformation of **addition** consists in adding to the translated text lexical elements that are absent in the original, in order to correctly convey the meaning of the original text and / or to comply with the speech and language norms of the translated language:

1) *Scottish charities today called for a cut in red tape after a survey found voluntary groups spend 235,000 hours a week filling in forms* **(BBC)**. *– Сьогодні шотландські благодійні організації вимагали знизити рівень бюрократії після*

того, як за даними опитування було з'ясовано, що волонтерські групи витрачають по 235,000 годин на тиждень, заповнюючи бланки.

In this the phraseological phrase "red tape" was translated using the method of addition, when using the descriptive method of transferring phraseology: specified above we managed to translate the phraseology as «рівень бюрократії».

2) *I welcome his principled determination <u>to end</u> dependence on Russian energy. How we respond to Russia's invasion will define the international order for years to come. We cannot let Putin's crimes go unpunished* (**AN**). *– Я вітаю його принципову рішучість <u>покласти край</u> залежності від російської енергетики. Те, як ми реагуємо на вторгнення Росії, визначатиме міжнародний порядок на наступні роки. Ми не можемо залишити злочини Путіна безкарними.*

Differences in the grammatical tenses of the English and Ukrainian languages lead to the frequent use of the addition technique in translation, by which these differences are minimized and the meaning is transmitted as close as possible to the original:

3) *We will press forward with speed and urgency, for we have much to do in this <u>winter of peril and possibility</u>* (**AN**). *– Ми просуватимемось вперед швидко й без зволікань, оскільки нам потрібно багато зробити цієї <u>зими, повної ризиків і можливостей</u>.*

Omission is the opposite of addition, when unnecessary words are thrown out or omitted during translation. For example:

1) *However it has come to be, America is ready to in John's words, <u>to lay down</u> "the heavy burdens of hate at last" and to do the hard work of rooting out our systemic racism* (**RPB**). *– Незважаючи на те, що сталося, за словами Джона, Америка готова <u>скинути з себе</u> «остаточно тягар ненависті» та виконати складну роботу над викоріненням нашого системного расизму.*

So, the most used grammatical transformation is replacement: replacement of parts of speech, replacement of word forms, replacement of tense paradigms, replacement of type of a sentence, then – addition, and the least used grammatical transformations are omission and permutation.

2.3 Lexical and grammatical transformations in the translation of political discourse phraseology

The application of translation transformations is based on the fact that the translated text from as complete as possible under strict conditions transmitted all information in accordance with the norms, enclosed in the initial text.

To lexical-grammatical translation transformations used during the reproduction of political discourse phraseology in the Ukrainian language, belong antonymic translation, integral transformation and compensation. Let's consider in more detail the specifics of their use in the texts of the researched discourse.

The essence of taking ***an antonymic translation*** is to use in translation of a word or phrase that has a meaning opposite to the meaning the corresponding English word or phrase used in the original.

1) *But faith and history teaches us that, however dark the night, <u>joy cometh in the morning</u>* (**RPB**). – *Однак віра та історія вчать нас, що, якою б темною не була ніч, <u>радість приходить на зорі</u>.*

2) *My fellow Americans, I don't think <u>the Lord brought us this far to leave us</u>* (**RPB**). – *Шановні співвітчизники, я думаю, що <u>Господь провів нас так далеко, не для того, щоб покинути</u>.*

Antonymic translation is used here for the aesthetic purposes.

3) *The Jerusalem Avenue passage required constant protection, repair, and reinforcement, but the will of its defenders <u>did not waver</u>, even in the face of death* (**AN**). – *Шлях по Єрусалимському проспекті вимагав постійного захисту, ремонту та підкріплення, але воля його захисників <u>вистояла</u> навіть перед лицем смерті.*

Therefore, antonymic translation is usually one of the most convenient techniques conveying the semantic and stylistic meaning of many sentences. This lexico-grammatical transformation can help the translator to emphasize some semantic accents and achieve communicative identity of texts in both languages.

In case of loss during translation of one or more stylistic techniques used in the speech of the characters, the translator can compensate them by some other means. One of these methods is ***compensation***.

It is worth distinguishing between full and partial compensation, where full compensation conveys the equivalence of the translation as accurately as possible, and partial compensation, or compensation with other techniques only partially conveys the content of the speech text the original.

1) *As I said when I was up on 9/11, we will <u>follow them to the gates of hell</u> to be sure that they're not able to continue* (**RPB**). *– Як я вже казав, коли прокинувся 11 вересня, ми <u>їх з-під землі дістанемо</u>, щоб переконатися, що вони нездатні продовжувати.*

2) *We must never forget: We, the people, are the true heirs of the <u>American experiment</u> that began more than two centuries ago* (**RPB**). *– Ми маємо завжди пам'ятати: ми, народ, є справжніми нащадками <u>американського випробування на міцність</u>, яке почалось понад два століття тому.*

3) *They are why, for more than two centuries, America has been <u>a beacon to the world</u>* (**RPB**). *– Завдяки ним понад два століття Америка була <u>провідною зорею для світу.</u>*

A complete transformation is a translation a transformation that involves expression the meaning of what is said in one language by the means of another, which are neither lexical nor contextual equivalents of individual words. To translators succeed in a holistic transformation mostly when conveying slang or slang vocabulary that is specific to each cultures.

1) *The Kremlin has indicated Western weapons striking Russian soil <u>crosses a red line</u> so the risks here of escalation would dramatically increase* (**UW**). *– У Кремлі заявили, що використання «західної зброї проти цілей на російській території <u>переведе ситуацію у несприятливе русло».</u>*

2) *There were some poor decisions and we didn't get <u>the rub of the green</u>* (**RPB**). *– Ми прийняли певні невірні рішення, і <u>вдача нам не посміхнулася.</u>*

In order to preserve the author's irony, when translating the above-mentioned phraseology, the method of integral transformation and descriptive method of transmission is used: we managed to translate the phrase "didn't get the rub of the green" as "luck didn't smile at us".

Descriptive translation and addition method were used here.

The use of lexical-grammatical transformations in the translation of phraseological units of English-language political speeches due to the difference in language systems, the use of different ones syntactic constructions. The most used transformations are antonymic translation and compensation.

37 analyzed sentences of political discourse in the mass media were translated using various translation transformations. These types of transformations in percentages will be presented in Table 1.

Table 2.1

Translation transformations in their percentage

Types of transformations	Percentage of the total number of examples in Annexes (37)
Lexical transformations	34%
Grammatical transformations	24%
Lexico-grammatical transformations	16%

The Table 1 shows that most often lexical transformations (34%) are used in translation, followed by grammatical transformations (24%), and in the last place – lexical-grammatical transformations (16%). The most used grammatical transformation is replacement, the lexical transformation is tracing and the most used lexical-grammatical transformations are compensation and antonymic translation.

We will present these results in the form of a diagram (Picture 2.1).
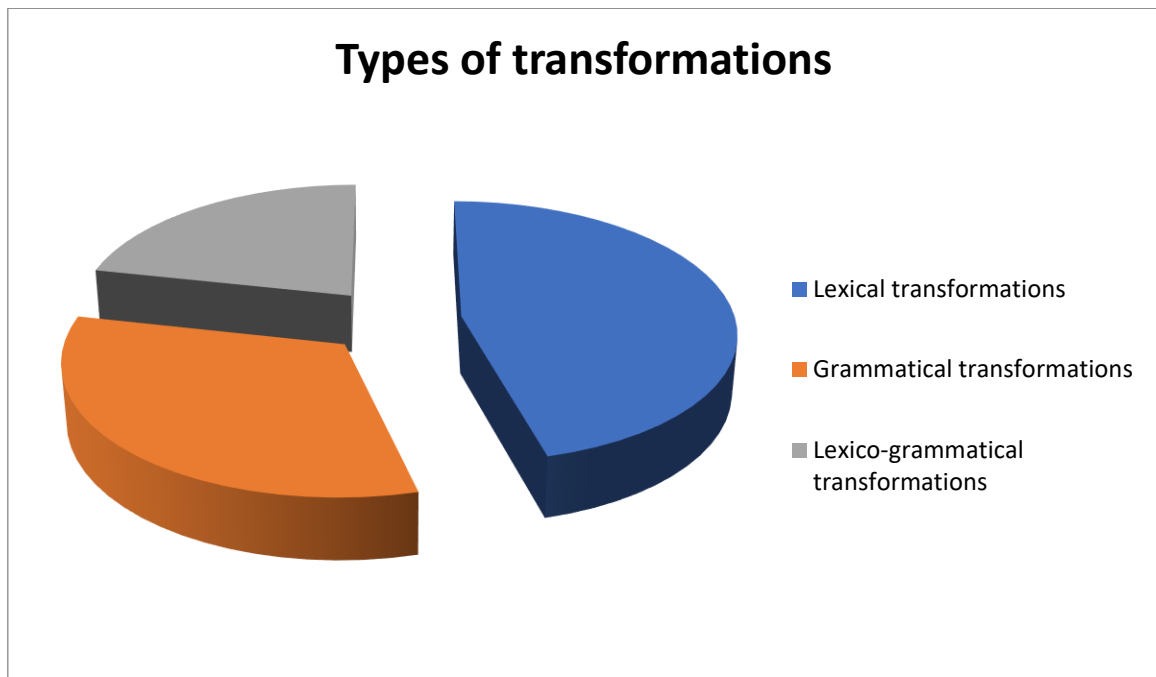
Picture 2.1. Translation transformations in their percentage

For an accurate and adequate translation, the translator must take into account all components of the phraseological unit, figurative meaning, expressive and emotional coloring. When translating idioms in political texts, more attention is paid to the accuracy of conveying the meaning of the idiom. The translation of phraseological units requires a creative approach to units, a theoretical basis in phraseology, an understanding of phraseology in the English text and the ability to choose the right translation in the target language with the possible preservation of phraseology, imagery and metaphor in the translated article. The translators, whose articles we will process, for the most part accurately selected the translation method and the phraseological counterpart.

CONCLUSIONS

For a long time, phraseology has attracted the attention of researchers in various fields of science, because phraseological units in speech emphasize not only emotional

coloring, but can also teach morality, be a means of communication between different layers of society - therefore, unite them and promote interaction and mutual understanding. This is an especially important component in the context of political life, whose representatives aim to keep in touch with the public and accurately direct public opinion.

With the help of this study:

1. We have considered by linguistic theory of phraseology. The study of phraseology occupies a large niche in the field of linguistics and linguistics and is one of the most necessary tools with which it is possible to study the lexical content of any given language, the history of the formation of its vocabulary, the history of the origin of word combinations, and to determine the cultural and historical background of the existence and development of the language people, the nation as a whole.

2. We studied the theoretical foundations of translating phraseological units. The choice of an adequate way of translating a phraseological unit depends on the complexity of their semantic structure, figurative nature, national and cultural specificity of its meaning. The main methods of transmitting English phraseological units through the means of Ukrainian languages are their equivalent and analog, descriptive translation, as well as tracing. The translation of political discourse phraseology is a complex and multifaceted task that requires deep theoretical knowledge, practical skill, and ethical consideration. The theories of translation studies offer invaluable insights and frameworks for navigating this challenging field, emphasizing the importance of context, purpose, cultural adaptation, and ethical responsibility in the translation process. Through the application of these theories, translators can achieve translations that are not only accurate and effective but also culturally sensitive and ethically sound, thereby facilitating clearer understanding and communication across linguistic and cultural divides.

3. We characterized the political discourse with the help of the article and determined that the political discourse is a set of all speech acts, as well as public law and experience, which is defined and expressed in the form of word combinations, the content of which the addressee belongs to the sphere of politics.

4. Translation transformations of political news texts were analyzed in order to identify the main features and principles of grammatical, lexical, lexical and grammatical transformations in the process of translating these texts. Most often lexical transformations (34%) are used in translation, followed by grammatical transformations (24%) and in the last place – lexical-grammatical transformations (16%). The most used grammatical transformation is replacement, the lexical transformation is tracing and the most used lexical-grammatical transformations are compensation and antonymic translation.

The question of the translation of phraseological units, both in the aspect of general translation in general and in the field of political discourse in particular, is multifaceted and relevant, especially considering the possibility of modifying the structure of phraseological units in which we see the perspective of further research.

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ANNEX A

1	*For eight years, he carried out silovik orders, combining the role of Kremlin gray cardinal with*	*Протягом восьми років він виконував накази силовиків, поєднуючи роль Кремлівського сірого кардинала з*

	treasurer of the main source of silovik power, the chairmanship of state-owned energy giant Gazprom	*охоронцем головного джерела влади силовиків, обов'язками голови належить державі енергетичного гіганта Газпром*
2	*We needed to see businessmen in clear daylight, not through the rose-colored spectacles of some "invisible hand"*	*Нам потрібно було бачити бізнесменів при ясному денному світлі, а не через рожеві окуляри якоїсь «невидимої руки»*
3	*The yellow press had been conducting a campaign which had forced the government to take this step*	*Жовта преса проводила кампанію, яка змусила уряд піти на цей крок*
4	*Cigarettes and alcohol seized by Customs and Excise are suspected of finding their way back on the black market rather than being destroyed, according to an official report*	*Згідно з офіційним звітом, підозрюють, що сигарети та алкоголь, конфісковані на Державній митно-акцизній службі Сполученого Королівства, скоріше відправляться назад на чорний ринок, ніж будуть знищені*
5	*I am afraid they have failed the first test even before they've had a weekend of talks because it looks more like passing the begging bowl round than a comprehensive plan to vaccinate the world*	*Я побоююся, що вони провалили перше випробування ще до того, як провели переговори на вихідних, тому що це більше схоже на передавання миски з проханнями по колу, ніж на комплексний план вакцинації світу*
6	*A banking scandal highlights the problem of black money in India*	*Скандал навколо банківської сфери висвітлює проблему «брудних грошей» в Індії*

7	*It may well be a matter of weeks – rather than months or years – before David Cameron has a golden opportunity to reclaim powers for this country which were so foolishly handed away by his predecessors*	*Сподіваємося, що унікальна можливість повернути країні вплив, так безглуздо втрачений попередниками, з'явиться у Девіда Кемерона вже через декілька тижнів, і не доведеться чекати довгі місяці або навіть роки*
8	*Most of us go red when, for example, we receive a compliment or have to give an impromptu speech – it's perfectly normal*	*Більшість із нас червоніє, коли, наприклад, нам роблять комплімент або доводиться виступати з імпровізованою промовою, – і це цілком природно*
9	*Without faulting anyone so far, it's vital, where there is such a lot at stake, to throw the maximum possible light on the methods, assumptions and data built into our understanding of how this epidemic will develop*	*Не звинувачуючи нікого, вкрай важливо, коли на кону стоїть так багато, якомога більше дослідити методи, припущення та дані, що лежать в основі нашого розуміння того, як буде розвиватися ця епідемія*
10	*Scottish charities today called for a cut in red tape after a survey found voluntary groups spend 235,000 hours a week filling in forms*	*Сьогодні шотландські благодійні організації вимагали знизити рівень бюрократії після того, як за даними опитування було з'ясовано, що волонтерські групи витрачають по 235,000 годин на тиждень, заповнюючи бланки*
11	*Don't let their voices be drowned out by those with more wealth, more political influence, or those supported by malign external actors*	*Не дозволяйте, щоб їхні голоси були заглушені тими, хто має більше статків, більше політичного впливу,*

		або тими, кого підтримують недружні зовнішні сили
12	*However it has come to be, America is ready to in John's words, to lay down "the heavy burdens of hate at last" and to do the hard work of rooting out our systemic racism*	*Незважаючи на те, що сталося, за словами Джона, Америка готова скинути з себе «остаточно тягар ненависті» та виконати складну роботу над викоріненням нашого системного расизму*
13	*We will press forward with speed and urgency, for we have much to do in this winter of peril and possibility*	*Ми просуватимемось вперед швидко й без зволікань, оскільки нам потрібно багато зробити цієї зими, повної ризиків і можливостей*
14	*I welcome his principled determination to end dependence on Russian energy. How we respond to Russia's invasion will define the international order for years to come. We cannot let Putin's crimes go unpunished*	*Я вітаю його принципову рішучість покласти край залежності від російської енергетики. Те, як ми реагуємо на вторгнення Росії, визначатиме міжнародний порядок на наступні роки. Ми не можемо залишити злочини Путіна безкарними*
15	*There's a brain drain – leaving Russia. Shutting down independent news*	*Вже виїхало двісті тисяч людей. Це витік мізків – виїжджати з Росії. Затикання незалежних новин*
16	*He also accused Russian tanks of firing on residential buildings during fighting in the city and of seeking to erase Severodonetsk "from the face of the earth"*	*Тим часом керівник Луганської ОВА Сергій Гайдай звинуватив Росію у тому, що вона намагається захопити Сєвєродонецьк, застосовуючи тактику «спаленої землі»*
17	*Ukraine plays crucial roles in the global food supply*	*Україна відіграє ключову роль у поставках харчів у світі*

18	*Unlike other regions occupied by Russian forces, the military in Melitopol have been trying to win people's hearts and minds*	*На відміну від інших окупованих регіонів, у Мелітополі російські військові намагаються завоювати серце й розум людей*
19	*Speaking during an interview with CBS News, Mr Biden said such action "change the face of war unlike anything since World War Two"*	*Про це він заявив в інтерв'ю CBS Evening News. За його словами, такі дії «змінять обличчя війни на щось, чого не було з часів Другої світової»*
20	*But faith and history teaches us that, however dark the night, joy cometh in the morning*	*Однак віра та історія вчать нас, що, якою б темною не була ніч, радість приходить на зорі*
21	*My fellow Americans, I don't think the Lord brought us this far to leave us*	*Шановні співвітчизники, я думаю, що Господь провів нас так далеко, не для того, щоб покинути*
22	*As I said when I was up on 9/11, we will follow them to the gates of hell to be sure that they're not able to continue*	*Як я вже казав, коли прокинувся 11 вересня, ми їх з-під землі дістанемо, щоб переконатися, що вони нездатні продовжувати*
23	*We must never forget: We, the people, are the true heirs of the American experiment that began more than two centuries ago*	*Ми маємо завжди пам'ятати: ми, народ, є справжніми нащадками американського випробування на міцність, яке почалося понад два століття тому*
24	*They are why, for more than two centuries, America has been a beacon to the world*	*Завдяки ним понад два століття Америка була провідною зорею для світу*
25	*The Kremlin has indicated Western weapons striking Russian soil*	*У Кремлі заявили, що використання «західної зброї проти цілей на*

	crosses a red line so the risks here of escalation would dramatically increase	*російській території переведе ситуацію у несприятливе русло»*
26	*So what really matters is who they will have by their side. Someone is going to hold the balance of power on the 8th of May and it won't be David Cameron or Ed Miliband. But it could be Nigel Farage. It could be Alex Salmond. Or it could be me and the Liberal Democrats*	*Тож, що насправді важливо, це те, з ким вони будуть працювати пліч-о-пліч. Хтось збирається розпорядитися владою 8 травня, і це буде не Девід Камерон чи Ед Мілібенд. Але це міг би бути Найджел Фарадж. Це міг би бути Алекс Салмонд. Або я і ліберальні демократи*
27	*The Jerusalem Avenue passage required constant protection, repair, and reinforcement, but the will of its defenders did not waver, even in the face of death*	*Шлях по Єрусалимському проспекті вимагав постійного захисту, ремонту та підкріплення, але воля його захисників вистояла навіть перед лицем смерті*
28	*Everyone is listening to you now. You came by the tens of millions to become part of a historic movement, the likes of which the world has never seen before. At the center of this movement is a crucial conviction that a nation exists to serve its citizens. Americans want great schools for their children, safe neighborhoods for their families, and good jobs for themselves*	*Усі зараз вас слухають. Ви прийшли десятками мільйонів, щоб стати частиною історичної ідеї, подібної до якої ще світ ніколи не бачив. В основі цієї ідеї вирішальне переконання, що існує нація, яка служить своїм громадянам. Американці хочуть чудових шкіл для своїх дітей, безпечних мікрорайонів для своїх сімей та гарних робочих місць для себе*
29	*It is here that we remember that even when hatred burns hottest, even when the tug of tribalism is at its*	*Саме тут ми пам'ятаємо, що навіть коли ненависть палає найгарячіше, навіть коли жага до фанатичної*

	most primal, we must resist the urge to turn inward	*приналежності до свого суспільства є головною, ми повинні протистояти поклику прийняти участь у цьому*
30	*This is a massive storm; hurricane-force winds extend some 175 miles in every direction of the center. The storm may strengthen as it meets the cold front approaching from the northwest, and that's when it changes from a tropical storm to a nor'easter, which has very big implications for those areas to the west of us and to the north of us*	*Це масивна буря; вітри через дію урагану простягаються приблизно на 175 миль у кожному напрямку від центру. Буря може посилитися, коли зустрічається з холодним фронтом, що наближається з північного заходу, і тоді вона змінюється з тропічної бурі на ураган з снігом, що має дуже великі наслідки для цих районів на захід та на північ від нас*
31	*Leaders know that stringent containment measures such as lockdowns cannot be reimposed on a significant scale because a large part of their economies and food systems are informal, and stimulus packages are expensive*	*Лідери знають, що суворі заходи стримування, такі як локдауни, не можуть бути застосовані в значних масштабах, оскільки значна частина економіки та продовольчих систем цих країн є приватними, а пакети стимулів коштують дорого*
32	*There were some poor decisions and we didn't get the rub of the green*	*Ми прийняли певні невірні рішення, і вдача нам не посміхнулася*
33	*Britain's blue bloods finding it hard to pay the bills*	*Британським аристократам все важче сплачувати рахунки*
34	*John Reid, the health secretary, completed his political transformation from red-blooded communist to loyal monarchist yesterday by leaping to the defence of Prince Charles*	*Вчора Джон Рейд, Міністр охорони здоров'я, палко захищав принца Чарльза. Так відбулася його політична «трансформація» від затятого комуніста до вірного монархіста*

35	*The roots of the changes which transformed the political map of Europe at the end of the 1980s can be traced to a number of developments during the 1960s and 1970s*	*Коріння перетворення, яке змінило політичну карту Європи наприкінці 80-х років, можна побачити у подіях 60-х і 70-х років*
36	*It is absolutely fine to be talking about potential war crimes, but the moment you set things in stone you make it easier for the other side to discredit your work," said Philippe Sands, a UCL law professor who has served at the UN International Court of Justice and the European Court of Human Rights*	*«Абсолютно нормально говорити про потенційні воєнні злочини, але у той момент, коли ви виносите остаточний вердикт, ви полегшуєте іншій стороні дискредитацію вашої роботи», – каже Філіп Сендс, професор права UCL, який працював у Міжнародному суді ООН та Європейському суді з прав людини*
37	*Poland's President Andrzej Duda has accused Berlin of breaking its word, saying that modern German Leopard tanks, promised by Berlin to backfill Soviet-era tanks sent to Ukraine, have not arrived*	*Президент Польщі Анджей Дуда звинуватив Берлін у порушенні обіцянки – мовляв, сучасні німецькі танки «Леопард», якими Берлін обіцяв замінити відправлені в Україну радянські танки, так і не прибули*

ANNEX B

Companies and Universities Can Help Reverse Military Recruiting Shortfalls Threatening America's National Security

Military recruiting shortfalls threaten our national security during a critical time as two wars that could quickly escalate are being waged.

Why aren't high school and college students today considering a career or even a term in the military? As veterans of the Army and Navy, we know the value of service and the diverse skills and backgrounds of our fellow service members, including people from every community, ethnicity and economic status, united in their commitment to support and defend the United States.

The Army, Navy, Air Force and Coast Guard all missed their recruiting targets last year, while the Marine Corps and Space Force narrowly met theirs. The National Guard is seeing shortages at all ranks and in all states.

Employers and universities can help address our recruiting shortfalls by providing transition assistance to those who have served our nation. We need to ensure young people feel confident about their military training and service and highlight how it leads to quality post-military careers and the opportunity to attend college and earn a first or advanced degree.

More young people will take the step to join and serve when they understand how incredibly valuable military service is for personal and professional development.

Wherever they are assigned – in a helicopter squadron, on a ship, or as part of a cyber or drone crew – today's military members learn new cutting-edge skills. They learn hard technical skills required for their position, and the more nuanced soft skills that are critical in today's competitive workplaces. Military service members know how to plan, be flexible, reliable, dependable and accountable. They also know how to work as part of a team.

Integrity, discipline and the ability to get along with others are not buzzwords when you're living in close quarters and training to fight and defend your country. These are the ethos of military service and the values that give life purpose, meaning, focus and direction.

By the time a service member decides to leave the military, they have experienced and practiced different leadership styles and been assigned tremendous responsibility for people and equipment, often under arduous conditions and in austere and even hostile environments. They have an ingrained sense of purpose and commitment to mission success that is in their DNA.

These experiences don't often translate into neat resumé bullets. It can be hard to summarize acquired skills and experiences, as well as articulate value and grit, especially when automation and keywords drive a talent search. That's why it's important for corporations and universities to build military talent connection pipelines.

With the right coaching, mentorship, education and training on how to apply their skills to new environments, veterans have the potential to transform companies and communities. As leaders, we can set goals to accelerate veteran transition, provide avenues to launch veterans on corporate career pathways, and build a mentorship pipeline between C-suite leaders and transitioning military members.

Forming partnerships to stake out pathways for veterans is one way to highlight the value of military service as well as to improve corporate bottom lines and talent pools. We can inspire the next round of military recruits and encourage support for their decision to join with an even brighter future following their service.

At PenFed, our Military Employment Program offers comprehensive support for transitioning service members and their families. At William & Mary, we have developed a specialized Veteran to Executive Transition (VET) class for high-performing transitioning military members.

As Americans, we have a shared interest in maintaining a strong military to ensure our national defense. As leaders at corporations and universities, we have the power to inspire the next generation of young people who will defend our freedom and continue to serve as leaders throughout their careers. Military talent brings incredible value to our organizations, and we encourage leaders to support and hire our nation's veterans. It's both an investment in your institution and our national security.

РЕЗЮМЕ

Курсову роботу присвячено дослідженню способів перекладу фразеології політичного дискурсу. У ході роботи висвітлено основні етапи наукової думки в галузі фразеології, описано існуючі способи перекладу фразеологічних одиниць у політичному дискурсі, проаналізовано зразок тексту політичного дискурсу і здійснено перекладацький аналіз фактичного матеріалу дослідження (фразеологізмів політичного дискурсу, усього 37 одиниць). Крім того, у курсовій роботі складено таблицю та діаграму, що містять можливі способи перекладу фразеологічних одиниць.

Ключові слова: переклад, перекладацький аналіз, фразеологія, фразеологізм, політичний дискурс.