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Group Pa17-20
Faculty of German
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Harashchenko Victoria

Research supervisor:
Nataliia Holiad
Candidate of Philology
Associate Professor

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Київський національний лінгвістичний університет
Факультет германської філології і перекладу
Кафедра теорії і практики перекладу з англійської мови

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Специфіка відтворення політичної реклами з англійської мови на українську: лексико-семантичний і стилістичний аспекти

Гаращенко Вікторія студентка

Групи Па 17-20

Керівник курсової роботи

кандидат філологічних наук, доцент

Наталія Іванівна ГОЛІЯД

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INTRODUCTION

In today's world, political advertising plays a key role in shaping public opinion, influencing electoral decisions and contributing to the mobilization of citizens. In view of globalization and the growing importance of international communications, studying the specifics of political advertising translation is an urgent and necessary task for professional translators and linguists. The stylistic aspect of political advertising translation examines the choice of language means that best convey the emotional and rhetorical load of the original text, ensuring its impact on the target audience.

Recent events in political life testify to the relevance of this topic, as political advertising acts not only as a means of propaganda, but also as a tool of manipulation and influence on public opinion. Therefore, understanding and studying the specifics of political advertising translation is of great importance for ensuring an accurate and effective communication process.

Relevance. Political advertising is determined by its ability to influence public opinion, forming attitudes towards political parties and candidates. Understanding and correct translation of political advertising ensures the accuracy and efficiency of the communication process. In a world where globalization is a key factor, political advertising is often transnational in nature. Studying the specifics of political advertising translation becomes important for ensuring effective international communication.

The subject of study is the specificity of the translation of political advertising from English to Ukrainian, focusing on lexical, semantic and stylistic aspects.

The object of the research is the textual materials of political advertising, which contain or intended for translation from English into Ukrainian.

The purpose of the study is to reveal the specifics of the translation of political advertising from English to Ukrainian, taking into account lexical, semantic and stylistic aspects.

Research objectives include the following points:

- analyze the use of vocabulary and terminology in advertising materials.

- study of the transfer of meanings and semantic nuances in advertising texts.
- analysis of the features of translation of advertising materials.
- studying methods of adapting advertising messages for the target audience.
- analysis of grammatical constructions in political advertising materials.
- study of grammatical translation strategies to ensure the adequacy of the text.
- study of the use of specific vocabulary and its translation.
- analysis of lexical item replacement techniques to ensure accuracy and effectiveness of communication.

Practical value: development of methods and strategies for the translation of advertising texts, which helps to improve the quality of translation and the effectiveness of communicative influence; providing recommendations on the use of various grammatical and lexical transformations to adapt texts to the cultural and linguistic context of the target audience.

Theoretical value: expansion of scientific knowledge in the field of translation studies and communicative linguistics through the study of the specifics of the translation of political advertising and mass media texts; contributing to the development of theoretical concepts regarding the translation of advertising and mass media texts by analyzing lexical, semantic and stylistic aspects.

Thus, the work has significant practical and scientific potential, which can contribute to improving the professional skills of translators, developing scientific research, and deepening the understanding of communication processes through language.

CHAPTER 1. LEXICAL, SEMANTIC AND STYLISTIC ASPECTS OF ADVERTISING TEXTS

1.1. Lexical and semantic aspect of advertising

Advertising is an extremely multifaceted and multifaceted phenomenon. Advertising occupies a border position between various professional spheres and attracts the attention of representatives of various professions. Therefore, it is not surprising that there are various interpretations of this concept and definitions of the term itself. The criteria for this concept are not clearly defined. The "Dictionary of Foreign Words" interprets the concept of advertising as "information about goods, various types of services, etc. in order to alert consumers and create demand for these goods, services, etc. " [p.147] **Dictionary of Leisure, Travel and Tourism. Third Edition. - London : Bloomsbury Publishing Plc, 2005. - 346 p.**

The dictionary "Market Language" considers advertising as "information about goods, services in order to alert the consumer and create demand for these goods and services, methods and forms of communicating to interested parties information about the goods and services being sold, pursuing the goal of arousing the consumer's interest in them and providing him with the necessary a set of information about the properties of the object of implementation.

The American Marketing Association draws attention to the fact that the way information is presented depends on its nature and characteristics of the target audience, and interprets the concept of advertising as follows: "Advertising is any paid-for form of non-personal representation of the facts about goods, services or ideas to a group of people "(Advertising is information of a non-personal nature distributed in a certain form about goods, services or ideas, intended for a group of people (target audience) and paid for by a certain sponsor). [p.33] **Edwards Ch. Mundy. Retail Advertising and Sales Promotion. – N.Y., 1981-c. 143**

Advertising is a powerful tool of persuasion that provides an effective communication process. Its main goal is to convey information to the consumer to achieve the desired effect, which is not limited to an increase in sales. Advertising is used in a broad context, because it is on the border of several sciences: linguistics

(uses the word as the main lever of influence), psychology (when writing advertising texts, certain features of the perception of information by potential buyers are taken into account) and economics (the main goal of advertisers is to make a profit from the sale of a certain product) [p. 251]. **Новікова К.О. Організація рекламних текстів на основах комунікативності Вісник Дніпропетровського університету імені Альфреда Нобеля. Серія «Філологічні науки». – 2016. - №1. – С. 251.**

As part of this work, we consider advertising from the point of view of linguistics, because it is for its creation that a wide variety of vocabulary and means of its expression are used.

Linguistic tools are the material for creating advertising. The language of advertising is an external form of expression of its essence, a concrete sensory verbal shell, where the content, images and events of the advertising text are embodied and the author's attitude towards them is presented [p. 376]. **Чернюх Л.Д. Функції графічного символу в мові реклами (на матеріалі словацької та української мов) / Л. . Чернюх // Актуальні проблеми слов'янської філології. – 2011. – Вип. XXIV. – Ч. 1. – С. 376.**

Advertising should attract the attention of potential consumers, because the effectiveness of the advertising campaign depends on the skill of the advertising text. The value of verbal language for advertising is extremely important: because only thanks to the verbal text, the key advertising idea receives its real embodiment, in other words, begins to "work". For this purpose, advertising texts widely use all means of expression available in the language, which are aimed at telling as briefly and clearly as possible about the advantages of the advertised product.

Representing the result of creative activity, advertising implies absolute freedom in the choice of means of expression of the idea embedded in advertising. That is why the most complete range of various lexical and semantic means of the English language is used when creating an advertising text. Their use in advertising texts facilitates the easy perception of information and ensures their quick

memorization. The authors of the text at the lexical-semantic level most often resort to the use of: metaphors, hyperbole, epithets and comparisons.

A metaphor is a word or phrase that reveals the essence of some phenomena and objects through others by similarity. The purpose of the metaphor is entertainment, fun, decoration. The reader is pleased to solve puzzles, he rejoices at the author's ability to half-hide, half-reveal the true meaning [с. 160]. **Cuddon, J. A., Rafey Habib and Matthew Birchwood. A dictionary of literary terms and literary theory. Hoboken, N.J.: John Wiley & Sons, 2013 – P. 248.**

There is a wide variety of metaphors. They allow you to create a concise and informative text, which is characterized by high emotionality along with convincing dynamics. It is short and at the same time creative metaphorical constructions that are, most often presented in advertising texts:

“*Feed your teeth.*” – Blendamed;

Blend-a-med Print KNIFE by D'Arcy Warszawa [Электронный ресурс]. – Режим доступа: <https://www.coloribus.com/adsarchive/prints/blend-a-med-knife-2458705/> –

“*WRAITH. And the world stood still.*” – Rolls Royce;

Rolls-Royce Motor Cars PressClub [Электронный ресурс]. – Режим доступа: <https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub/article/detail/T0210922EN/rolls-royce-wraith-inspired-by-film%E2%80%99-debuts-as-launch-film-is-accepted-into-bfi-national-archive?language=en> –

“*Connecting People.*” – Nokia . **Recap: How Nokia 'connected' people with its ads [Электронный ресурс]. – Режим доступа: <https://brandequity.economictimes.indiatimes.com/news/advertising/recap-how-nokia-connected-people-with-its-ads-over-three-decades/55825449?redirect=1> –**

Let's analyze the advertising text of the *NOKIA* company, which is a vivid example of the use of metaphor in its structure: “*Connecting People*”. This metaphor created an image in the audience's imagination as if people were connected to each

other through mobile phones, rather than simply using them as a means of communication. Its essence is that you can not only talk to those who are hundreds of kilometers away, but also be emotionally connected with a person, which increases the significance of a mobile device for society.

Hyperbole is also an important component of advertising. Hyperbole in advertising is usually used to make the object of advertising seem extraordinary. It is this tool that helps the audience to realize how great advantages will open up to them if they purchase the advertised product. In print advertising, hyperbole is implemented most often with the help of adverbs and adjectives in the highest and highest degrees of comparison, such as "*big/bigger*", "*good/better*", "*fast/faster*", "**strong/stronger**".

Let's consider it on the example of the Maybelline advertisement - "The bigger. The better? You bet your lashes". In this case, the result of such advertising text is the idea that with the mentioned mascara, the eyelashes will become even bigger, and the look will be incredibly expressive. Taking into account the fact that each person is unique not only externally, but also internally, then everyone will understand this advertising message in his or her own way. It should not be taken literally, because within the advertising text, hyperbole acts as an effective means of attracting the attention of a potential consumer. **Glamour (USA) / [editor in chief: Cynthia Leive, Cond? Nast]. – [March 2014]. – New York: 4 Times Square, 2014. – P. 328.**

Hyperbole implies a mutual agreement between the creator of the hyperbole and the reader. Both of them understand that this statement has a certain implication:

"It's not your dream phone. It's the one after that." – HTC; HTC [Электронный ресурс]. – Режим доступа: <https://www.digitaltrends.com/cell-phone-reviews/htc-u11-review/> – (27.10.2018).

"It'll blow your mind away." – Burger King. Burger King [Электронный ресурс]. – Режим доступа: <http://www.themost10.com/wp->

content/uploads/2012/04/Burger-King-It-will-Blow-Your-Mind-Away.jpg?354d8b.

Hyperbole is often found in social advertising. This type of advertising is usually used in the public interest. It is aimed at combating specific problems that threaten humanity. Within this direction of advertising, its text should draw the attention of the audience to the consequences that may be caused by certain illegal actions or the use of certain harmful products: *"Smoking isn't just suicide. It's murder."* – Chilean Corporation against cancer. **Chilean Corporation against cancer** [Электронный ресурс]. – Режим доступа: <https://michaelmckayblog.wordpress.com/2016/03/19/anti-smoking-ad-conac-chilean-corporation-against-cancer/>

Advertising texts are also rich in epithets. An epithet is a word or phrase that describes the main qualities of an object. Epithets play an important role in advertising text for visualization, creating an image of the advertised product and evoking certain associations:

"Life has never been so colorful." Sony [Электронный ресурс]. – Режим доступа: <https://kenrockwell.com/sony/a9.htm>

"Incredible ingredients make incredible meals." **ADVERTISEMENTS TO EMULATE** [Электронный ресурс]. – Режим доступа: <https://gurulocity.com/examples-advertisements-magazine-2016/>

In this case, the use of epithets caused the effect of brightness, attractiveness and allure.

Having analyzed the materials of various advertising texts, it can be noted that the type of advertised products has an influence on the selection of epithets. Therefore, for example, advertising of precious jewelry, exclusive cars, world-class brands will differ from advertising of food products, because it is designed for long-term use. A high level of originality and a degree of expressiveness, which will allow it to «work» for many years, should distinguish her text:

"Righteous Selections. Rock Solid Elegance." [25];

Michael's Diamond [Електронний ресурс]. – Режим доступу: <https://www.facebook.com/michaelsdiamondclub/photos/a.383670268424209/1027149804076249/?type=1&theater>

"A unique vision of beauty. Perfection in every detail."; **BMW 6 SERIES GRAN COUPÉ** [Електронний ресурс]. – Режим доступу: <https://aminzeitouni.com/the-bmw-6-series-gran-coupe>

"I am eternal.". **MAX FACTOR | I AM ETERNAL** [Електронний ресурс]. – Режим доступу: <http://www.lebook.com/lacreative/creative/MAX-FACTOR-I-AM-ETERNAL-EDITORIAL-2012>

In this case, the emphasis is on the uniqueness and exceptional features of the advertising object, which makes it possible to justify the high price of such goods.

Therefore, advertising of everyday products will differ in terms of lexical-semantic content and, as a rule, it operates within the same advertising company and emphasizes completely different features:

"Beautiful skin starts here" - Dove;

"Make it one of your delicious daily habits" - Activia [13];

Activia | Explore activia on Deviant Art [Електронний ресурс]. – Режим доступу: <https://www.deviantart.com/tag/activia>

"Real cheese people know which snack leads the protein pack" - SARGENTO [17] - the practicality of the advertised objects and the usefulness of their use are emphasized. **BMW 6 SERIES GRAN COUPÉ** [Електронний ресурс]. – Режим доступу: <https://aminzeitouni.com/the-bmw-6-series-gran-coupe>

Very often, various comparisons are used in English-language advertising messages, the purpose of which is to identify new properties that are important for the subject of the statement in the object of comparison. The subject and the object of comparison are united by formal indicators of the mental operation of assimilation, such as *as, as...as, like, as though, as if*, etc. [p. 153]. **Чуланова Г.В. Лінгвопрагматичні особливості тексту-регулятиву в реклашно-художньому дискурсі сучасної англійської мови. – Суми: 2012. – С. 153.**

So, an example of the use of comparisons can be the following advertising messages:

“Unique as we are.” – Pandora [14];

ADVERTISEMENTS TO EMULATE [Електронний ресурс]. – Режим доступу: <https://gurulocity.com/examples-advertisements-magazine-2016/>

“Easy as Dell.” – Dell [20]; **Creative Advertising** [Електронний ресурс]. – Режим доступу: <https://www.designinc.co.uk/blog/examples-of-creative-advertising/>

“Nobody does chicken like KFC.” – KFC [27]; **Nobody Does Chicken like KFC** [Електронний ресурс]. – Режим доступу: <https://magingalagadngsining.wordpress.com/2014/07/07/nobody-does-chicken-like-kfc/>

“No one grows Ketchup like Heinz.” – Heinz Ketchup [14].

BMW 6 SERIES GRAN COUPÉ [Електронний ресурс]. – Режим доступу: <https://aminzeitouni.com/the-bmw-6-series-gran-coupe>

One of the means of influencing the consumer can be an oxymoron. Significantly contrasting ideas with the use of opposite or completely different meanings are characteristic features of this lexical-semantic tool. Advertisers often resort to the use of various tropes, violation of language norms, which is becoming a typical phenomenon in modern advertising texts [2, p. 32]:

Зірка В. В. Мовна парадигма маніпулятивної гри в рекламі: автореф. дис. на здобуття наук. ступеня д-ра філологічних наук/ В. В. Зірка. – К., 2005. – С. 32.

“This is a genuine imitation Rolex” – Rolex [31]; **Who makes the best fake Rolex?** [Електронний ресурс]. – Режим доступу: <https://www.quora.com/Who-makes-the-best-fake-Rolex>

“The cleaner you are the dirtier you get” - Ах [15]; **Axe Cream campaign** [Електронний ресурс] – Режим доступу: https://naotw-pd.s3.amazonaws.com/cream_aotw.jpg

"The only animal left is a human" - WWF [32].

Two-thirds of wildlife will disappear by 2020, WWF says [Электронный ресурс]. – Режим доступа: <https://www.cbc.ca/news/technology/wild-animals-disappear-wwf-1.3823662>

Advertisers often resort to such a tool as personification, where inanimate or abstract objects are endowed with the properties of living beings. Personification is considered as a special form of metaphor. By resorting to such means of expression, advertisers make the image brighter and more believable:

"Born under a lucky star." – Heineken [24];

MAX FACTOR | I AM ETERNAL [Электронный ресурс]. – Режим доступа: <http://www.lebook.com/lacreative/creative/MAX-FACTOR-I-AM-ETERNAL-EDITORIAL-2012>

"Optimism wakes up with Neskafe." – Neskafe [26].

Nescafe [Электронный ресурс]. – Режим доступа: <https://www.coloribus.com/ru/adsarchive/prints/nescafe-coffee-optimism-15109755/>

In this case, advertisers endow an abstract concept with properties that are inherent in a purely living being. The phrasal verb "wake up" means to get up, to wake up, as a rule; it is used in relation to people and animals. Thanks to this tool, the advertising message arouses interest in the audience, and its content becomes eloquent and comprehensive.

So, advertising is the main means of marketing communication, which benefits not only the manufacturer, but also the buyer: the manufacturer gets the opportunity to inform the consumer about the availability of the product and its features, in turn, the consumer receives a sufficient amount of information about the product he needs in a short period of time. Advertising is a special field of activity that creates short works - advertising texts. They are comprehensively characterized by the following features: features of the content and surface design, which distinguish them from non-advertising texts; multi-functionality with limited advertising message signs; effective communicative effect.

The advertising text is considered the most effective, because it implements the entire arsenal of linguistic means of expression in order to find the most effective form of influence on a potential audience. Lexical-semantic tools are very widely used in advertising texts: metaphors, similes, epithets, hyperboles, oxymoron and personification. It is with the help of their skillful application that you can create a successful advertising campaign, the main task of which is to attract the attention of the buyer and to tell as briefly and vividly as possible about the advantages of the object of advertising, forcing his imagination and memory to work.

1.2. Specifics of translating advertisements

One of the main features of the translation of advertising texts is expressed in the meaningful relationship between the original and the translation, as well as in the transfer of sociolinguistic aspects of the translated text. To achieve adequacy, it is often necessary to adapt both the substantive part of the text and its form, which is often of a compromising nature.

Many features of the translation are related to the specifics of the languages (English or Ukrainian). For example, in the process of translation, a negation can be replaced by an affirmation (antonymic translation), which in its process can also have a reverse function, such techniques as tracing, compensation of lexical losses can be used, the replacement will become a verb from active to passive and vice versa, as well as transfer of phraseological units by their semantic equivalents, etc.

Advertising is based on the combination of a graphic or photo image with a verbal text of various lengths: from a short headline to an extended main text. The verbal part of the advertising text has an internal structure: as a rule, it is a headline, the main advertising text and a slogan.

It can be assumed that the effectiveness of the verbal part of advertising largely depends on the organic combination of all three of its components - the title, the main advertising text and the slogan.

Translation of advertising slogans is a separate problem of working with advertising texts, which has a pronounced specificity. A direct and literal translation of a phrase is often impossible, and even if it is possible, it will not convey the

meaning that the author put into it. Although there is still a certain category of advertising slogans, to which direct translation can be applied.

The translator often has to resort to pragmatic adaptation of the text in order to avoid banality and excessive simplicity, because certain seemingly simple phrases in English have a certain meaning load that is lost during translation. Therefore, it is necessary to choose a more adequate option that more accurately expresses the content of the entire advertising campaign.

Often, in translation work with advertising texts, specific linguistic and cultural-linguistic characteristics are not sufficiently taken into account, and most importantly, the special communicative orientation of advertising messages. The translator should identify the linguistic characteristics of the advertising language and methods of its translation analyze the advertising language and identify its specific characteristics, analyze the parameters that affect the adequacy of the translation.

Based on the analysis of English-language advertising texts and their translations into Ukrainian, several strategies can be identified that are used during translation. It should be noted right away that such a division is conditional, but it still allows for a deeper consideration of the problem. Therefore, we have highlighted the following ways of translating advertising texts and slogans:

- 1) lack of translation;
- 2) direct translation;
- 3) adaptation;
- 4) revision.

Let's consider in detail each strategy of translation of advertising texts.

The lack of translation of advertisements is quite common. If we are talking about advertising products that perform exclusively an appeal function, for example, perfumes or alcoholic beverages. It can be argued that slogans, which are not translated, become part of the visual design of advertising, and therefore, depending on their execution, attract attention and contribute to the enhancement of expressiveness.

Although it should be borne in mind that the untranslated text may be incomprehensible to the recipient of the advertisement. Surprisingly, quite a large number of foreign companies that present their products on the Ukrainian market leave their advertising slogans without translation. After considering the following examples, we can conclude that untranslatable slogans that do not contain complex constructions often successfully exist in the Ukrainian-speaking environment.

Example:

Gucci – Gucci by Gucci [1].

Honda – The Power of Dreams [2: 39].

Canon – You can Canon [3: 35].

Land Rover - Go Beyond [4: 41].

The existence of a foreign-language advertising slogan in the Ukrainian-speaking environment in the original language has the right to exist. But it can be argued that English slogans in the Ukrainian-speaking environment require certain conditions. The first condition obliges the target audience of the campaign to speak English. The second condition is that the slogan must be extremely concise in order for it to be well perceived and remembered by the consumer, for whom this language, although familiar, is still not his native language.

The strategy of direct translation should be used with caution because it least takes into account the culture of the target language. It is used when it is necessary to convey a large amount of information, for example, in advertising technical products:

Office Standard 2007. Providing homes and small businesses with the software essentials they need to get tasks done quickly and easily. Download the 2007 Microsoft Office release, test it in your browser or buy it today.

Office Standard 2007. Giving home users and small business owners the essential office software tools they need to get things done quickly and easily. Download the Microsoft Office 2007 edition or try it in your browser [5].

It should be noted that not only large advertising texts, but also advertising slogans are subject to direct translation. Example:

The computer is personal again. The computer is personal again. Carlsberg. Probably the best beer in the world. Probably the best beer in the world. I'm loving it. McDonald's. I love it. McDonald's [6].

It is also worth paying attention to the fact that a literal translation was used when translating some slogans:

My world. My style. My Ecco. My world. my style My Ecco [7: 25].

Panasonic. Ideas for life. Panasonic. Ideas for life.

Adaptation is used in cases where the original advertising phrase cannot simply be translated into Ukrainian due to various reasons. Then the translator faces the task of translating the source text, adapting it to the norms of the target language.

The essence of this approach is that the photo material can be saved, but the text is adapted according to the peculiarities of the translation language. Most often, a foreign advertising company faces the problem of adapting the original advertising text. The reason here, apparently, lies in the typological differences between the Ukrainian and English languages. After all, the content of a phrase, which in English is expressed through changes in the formal characteristics of words, in Ukrainian is conveyed through the combination of the content of several words.

The following examples of adaptation were found in the researched advertising texts:

TouchWiz. Personalization is just a touch away.

Same space outside, more space inside.

Relax. You wear Braska.

Geox. Breathe. Geox.

The revision strategy involves formulating a completely new advertising text. The photo material can be saved, but it is risky, because the photo material and the text must reproduce a single advertising concept. Revision when translating advertisements is used quite widely:

Mazda CX-9. Big Yet Agile. Mazda CX-9. [8: 45].

TouchWiz: Imagine customizing your touchscreen.

The driving force behind your success / Everything in one touch

An interesting example of revision is the advertising text of the Volkswagen Polo. A new text was created for advertising in Ukraine, which contains a play on words: *Polo. Small but tough.*

So, advertising is the engine of the market economy, but at the same time it is a "social mechanism" that changes the relationship between people in society, their mentality, and also creates a new type of relationship. Advertising has its own laws of creation, mechanisms of influence, and methods of language organization, interpretation and translation, which are aimed at foreign-language consumers of advertising products. The advertising industry distinguishes between advertising products and services that can be sold using cognitive arguments or persuasive strategies. The first group includes cars, machinery, insurance policies, the characteristics of which are different and require longer texts that inform about the advantages of the goods in order to sell them. The second group includes, for example, perfumes, cigarettes, alcoholic beverages, which are not sold only because of information about them. In this product, the bet is on those components that cause emotionally colored reactions, which are decisive when buying. Advertising text always affects people, that is, the main function of advertising text is always communicative, appealing, convincing.

Due to the globalization of markets and the growing role of international tourism, the translation of advertising texts is of great importance. Since advertising campaigns require large funds, there are attempts to use the same strategic concept as material in several markets. Although advertising texts perform, first, an appeal function, they are not a homogeneous type of texts, because the advertising industry uses all textual and linguistic means, such as rhetoric, metaphor, etc., to successfully convey an advertising message. Advertising often uses the effect of a language game. First, it concerns the interaction between denotation and connotations.

Therefore, the translator, using his knowledge, must find out whether the connotative links of the original text can be transferred to the translated language. If this is not possible, then language means should be found for new groups of addressees, which would most accurately correspond to the advertising plans. When

translating advertising texts, it is important to consider several factors: for example, the cultural level of a certain group of people, age, nationality, gender, social origin, education, etc.; to establish whether the connotative links of the original text can be transferred to the appropriate cultural level of the target language. It is especially important to translate the rhetorical and stylistic means used in the original text and at the same time preserve the content of the original text.

1. Gucci. – www.gucci.com.
5. Microsoft. – office.microsoft.com.
6. McDonald's. – www.mcdonalds.com.

1.3. Specifics of mass media discourse text analysis

Mass media discourse text refers to the written, spoken, or visual communication produced by mass media outlets such as newspapers, television, radio, magazines, and online platforms. It encompasses a wide range of content, including news reports, opinion pieces, advertisements, editorials, interviews, and more. The characteristics of mass media discourse text can vary depending on factors such as the medium, audience, purpose, and cultural context.

Mass media discourse text serves multiple functions: informing, persuading, and entertaining audiences. It presents a mix of news, analysis, commentary, and other information while often incorporating persuasive elements like advertising and advocacy campaigns. The language and style employed vary based on the intended audience and desired impact, ranging from formal and objective to informal and emotive. Visual and audiovisual elements such as photos, videos, graphics, and sound effects enhance communication and engage audiences. With the advent of digital media, interactivity has become prevalent, enabling audience participation through comments, social media engagement, and user-generated content. Additionally, mass media discourse text plays a crucial role in agenda setting by spotlighting specific topics, issues, or perspectives, thereby influencing public discourse. Ethical considerations, including accuracy, fairness, balance, and transparency, are fundamental in ensuring credibility and trustworthiness in both the production and consumption of mass media discourse text.

Mass media discourse text refers to the written, spoken, or visual communication produced by mass media outlets such as newspapers, television, radio, magazines, and online platforms. It encompasses a wide range of content, including news reports, opinion pieces, advertisements, editorials, interviews, and more. The characteristics of mass media discourse text can vary depending on factors such as the medium, audience, purpose, and cultural context. Mass media discourse serves as a crucial channel for informing, educating, and entertaining audiences through various mediums such as television, radio, newspapers, magazines, and online platforms. Mass media delivers news, facts, and information to the public on a wide range of topics including politics, economics, science, technology, culture, and current events. This content aims to keep the audience informed about important developments locally, nationally, and globally. Mass media plays a significant role in educating the public by providing explanations, analyses, and insights into complex issues. It serves as a platform for experts, scholars, and commentators to share their knowledge and perspectives, helping audiences gain a deeper understanding of various subjects. Beyond reporting facts, mass media often offers analysis and commentary to help audiences interpret and contextualize information. Opinion pieces, editorials, and expert interviews provide different viewpoints and foster critical thinking among viewers, listeners, and readers. In addition to its informative function, mass media also serves as a source of entertainment. Television shows, movies, music, and other forms of media content entertain audiences, offering them an escape from their daily routines and providing leisure activities for relaxation and enjoyment. Mass media discourse engages audiences through interactive features such as polls, surveys, and social media interactions. This fosters a sense of community and allows individuals to participate in discussions, share their opinions, and contribute to public discourse.

Persuasive elements are prevalent in various forms of mass media discourse text, aiming to sway audience opinions, attitudes, or behaviors. Advertising is perhaps the most recognizable form of persuasive mass media discourse. Through catchy slogans, appealing visuals, and emotional appeals, advertisers aim to

persuade consumers to buy products or services. They often use techniques such as testimonials, celebrity endorsements, and fear or humor appeals to influence purchasing decisions. Advocacy campaigns are designed to promote a particular cause, idea, or viewpoint. Whether it's advocating for environmental conservation, social justice, or public health initiatives, these campaigns use persuasive language, statistics, and emotional appeals to mobilize support and influence public opinion. Editorial pieces in newspapers, magazines, and online platforms often contain persuasive elements aimed at shaping public opinion. Editorial writers express their viewpoints on various issues, using logical arguments, emotional appeals, and rhetorical devices to persuade readers to adopt their perspective. Mass media plays a crucial role in political communication, with politicians and political parties using persuasive tactics to influence voter behavior. This includes campaign speeches, political advertisements, and social media messaging designed to sway public opinion, garner support, and win elections. Public relations efforts by organizations and individuals often involve persuasive communication strategies aimed at managing reputation, shaping public perception, and influencing stakeholder attitudes. This can include press releases, media interviews, and social media campaigns designed to portray a favorable image. Even entertainment media like movies, television shows, and music videos can contain persuasive elements. Themes, characters, and storylines may subtly promote certain values, beliefs, or behaviors, influencing audience perceptions and attitudes.

The language and style of mass media discourse text are highly adaptable and can vary based on the target audience and purpose. In news reporting and factual information dissemination, a formal and objective tone is often employed. Language is precise, clear, and free from personal bias or emotion. This style aims to convey information in a straightforward manner, allowing audiences to form their own opinions based on the facts presented. In contrast, certain forms of mass media discourse, such as opinion pieces, editorials, and entertainment content, may adopt an informal and emotive style. Language here is more conversational, expressive, and may include rhetorical devices like vivid imagery, humor, or exaggeration to

evoke emotional responses from the audience. This approach is often used to engage and captivate readers or viewers, particularly in opinion-based content where the author's perspective is central. When the goal is to persuade or influence audience opinions or behaviors, mass media discourse may utilize language and style tailored to the specific target demographic. This could involve using language that resonates with the audience's values, beliefs, and emotions, along with persuasive techniques like appeals to authority, emotions, or logic. Advertising and advocacy campaigns, for example, often employ persuasive language and stylistic elements to drive desired actions or responses from the audience. With the rise of social media and online platforms, mass media discourse has become increasingly interactive and engaging. Language and style in this context may be informal, conversational, and participatory, encouraging audience interaction through comments, shares, likes, and other forms of engagement. This approach fosters a sense of community and enables audiences to actively participate in shaping the discourse.

Visual and audiovisual elements play a crucial role in enhancing communication and engaging audiences in mass media discourse text. Images and photographs are powerful tools for conveying information, eliciting emotions, and capturing audience attention. They are often used in news articles, magazines, and online platforms to provide visual context, illustrate events, or highlight key aspects of a story. Photographs can evoke empathy, provoke thought, or serve as visual evidence to support written content. Video content has become increasingly popular in mass media discourse due to its ability to convey complex information in a visually compelling manner. News segments, documentaries, and online videos utilize moving images, interviews, and narration to provide in-depth coverage, engage viewers, and bring stories to life. Videos offer a dynamic and immersive experience, allowing audiences to connect with the content on a deeper level. Graphics, charts, and infographics are effective visual tools for presenting data, statistics, and complex concepts in a clear and accessible format. They help to distill information, highlight trends, and facilitate understanding for audiences who may be visually oriented or prefer concise summaries. Graphics and info graphics are

commonly used in news reports, articles, presentations, and educational materials to enhance comprehension and retention of information. Audio elements such as sound effects and music can enhance the emotional impact and atmosphere of mass media content. They are used in radio broadcasts, podcasts, advertisements, and videos to create mood, evoke emotions, and reinforce messaging. Sound effects can add realism and drama, while music can evoke nostalgia, excitement, or suspense, effectively engaging listeners and viewers on an auditory level. Visual elements are also instrumental in establishing and reinforcing brand identity across different media platforms. Logos, color schemes, typography, and design aesthetics are used to create a cohesive and recognizable brand image that resonates with audiences. Consistent visual branding helps to build brand awareness, foster brand loyalty, and differentiate mass media content from competitors.

The advent of digital media platforms has revolutionized mass media discourse by fostering interactivity and enabling audience participation in unprecedented ways. Many online articles, blog posts, and news stories feature comments sections where readers can share their thoughts, opinions, and feedback. These platforms facilitate two-way communication between content creators and audiences, allowing for discussions, debates, and exchanges of ideas. Comments sections provide a space for audience engagement and can enhance the overall user experience by fostering a sense of community and inclusivity. Social media platforms such as Facebook, Twitter, Instagram, and YouTube have become integral to mass media discourse, offering opportunities for real-time interaction and engagement. Content creators use social media to share updates, spark conversations, and solicit feedback from their followers. Audiences can like, share, comment, and repost content, amplifying its reach and impact. Social media also enables direct communication between content creators and audiences, fostering a sense of connection and interaction. Digital media platforms empower audiences to become content creators themselves through user-generated content (UGC). From photos and videos to blog posts and memes, UGC allows individuals to contribute their own perspectives, creativity, and experiences to the mass media discourse.

Platforms like TikTok, Reddit, and Tumblr thrive on user-generated content, giving audiences a platform to express themselves, connect with others, and shape the cultural conversation. Some digital media platforms incorporate interactive features such as polls, quizzes, surveys, and live streams to engage audiences in ways that are more dynamic. These interactive elements encourage active participation, capture audience attention, and provide opportunities for content creators to gather feedback and insights from their audience. Interactive features enhance the user experience and create memorable, immersive interactions that go beyond passive consumption of content.

Agenda setting is a critical function of mass media discourse text. Mass media has the power to bring certain topics and issues to the forefront of public consciousness by giving them extensive coverage and attention. Through news reports, feature articles, and editorial content, media outlets can prioritize specific issues, events, or developments, thereby shaping the public agenda. For example, media coverage of environmental disasters, political scandals, or social movements can elevate these issues to national or global prominence, prompting public discussion and action. Mass media discourse text also influences how issues are framed and understood within public discourse. By selecting which aspects of an issue to emphasize and how to present them, media outlets can shape public perceptions and attitudes. For instance, the framing of a crime story can influence whether it is perceived as an isolated incident or a systemic problem requiring broader societal solutions. Similarly, political coverage may frame candidates and policies in ways that influence voter perceptions and electoral outcomes. The tone and language used in mass media discourse text can also influence the public agenda by shaping the emotional responses and attitudes of audiences. Sensationalized or alarmist reporting, for example, may create a sense of urgency or fear around certain issues, while positive or optimistic framing can inspire hope and action. The tone of media coverage can impact public attitudes, behaviors, and policy priorities.

Overall, mass media discourse text is a multifaceted and dynamic form of communication that shapes and reflects societal values, norms, and debates.

Analyzing this discourse can provide valuable insights into media representations, power dynamics, and the construction of meaning in contemporary society.

CHAPTER 2. POLITICAL ADVERTISING: SPECIFICS OF TRANSLATION

2.1. Grammatical transformations in translation of political advertisements

Grammatical transformations in the translation of political advertising are important to ensure the adequacy, effectiveness and correspondence of the communicative goals of the original text. In the translation of political advertising, a change in the grammatical structure of sentences can be used to enhance the emotional impact on the audience. For example, changing sentences from active to passive or using different modal verbs can change the tone and emotional tone of the text.

These examples illustrate how changing grammatical structure can affect the emotional tone and perception of a political ad.

Active construction: *"We will make our country great again!"* [1]

Passive construction: *"Our country will be made great again!"* [30; p.29]

In this example, by turning the active construction into a passive construction, the sense of promise and activity is enhanced, while leaving the audience with the opposite effect.

Active construction: *"We will win this fight!"* [3]

Passive construction: *"This fight will be won by us!"* [6; p.49]

In the passive construction, the emphasis shifts from the action to the subject, emphasizing the readiness and confidence of the candidate.

Active construction: *"We will raise wages and ensure equality in the country!"*
[5]

Passive construction: *"Wages will be raised and equality will be ensured."* [6; p.51]

In this case, the passive construction makes the promises sound more official and authoritarian, emphasizing the power of the candidate.

A translation may change the order of words to reinforce or deepen certain ideas or concepts. This can be done by moving keywords or phrases to the beginning or end of a sentence.

These examples demonstrate how changing the order of words can be used to reinforce certain ideas and concepts in political advertising, increasing their impact on the audience.

Original: *"We are committed to providing an increase in wages for all employees."* [18; p. 326]

Changed word order: *"Increasing wages for all employees is our promise."* [8]

In this case, moving the key word "promise" to the end of the sentence emphasizes its importance and marks it as the main point.

Changing the order of words to increase impact and active appeal:

Original: *"Let's make our country better together!"* [9]

Changed word order: *"Let's make our country better - together!"* [10]

In this case, moving the phrase "together" to the end of the sentence emphasizes its meaning and calls for a joint action to achieve a common goal.

Changing the order of words to increase authority:

Original: *"My candidacy is based on experience and knowledge."* [11]

Changed word order: *"Experience and knowledge are what my candidacy is based on."* [12]

In this case, moving the phrase "experience and knowledge"[11] to the beginning of the sentence reinforces their importance and authority, asserting them as the basis of the application.

Changing tenses in translation can have different effects. For example, the use of verbs in the present tense can increase the relevance and overall effectiveness of an advertising message. Here are some examples from American political ads with different tenses:

Present Simple: *"We work on solving these problems every day."* [13]

This form reinforces the relevance and ongoing effectiveness of actions, which makes promises more concrete and urgent.

Future Simple: *"We will change this country for the better."* [14]

Using the future tense creates an impression of hope and promise for the future, engaging the audience with the candidate's vision.

Present Continuous: "*We are currently working on new laws to improve the health care system.*" [26; p. 39]

The use of this form reinforces the idea of active activity taking place now and keeps the audience's attention on the candidate's specific actions.

Each of these time forms has its own differences and effectiveness in causing a certain emotional response in the audience.

Grammatical transformations may also involve translation stylistic devices such as rhetorical questions, the use of anaphora, and other rhetorical devices, which may vary by language and cultural context.

The use of rhetorical questions in political advertising is aimed at attracting the attention of the audience and stimulating their thinking. Translation of the rhetorical question "*Doesn't every US citizen have the right to fair pay for his work?*" [16] retains its impact and emotional power, emphasizing the importance of pay equity for all citizens.

The use of anaphora, the repetition of the same words or phrases at the beginning of a sentence or sentences, enhances their effect and memorability. Translation of the anaphoric construction "*We will not retreat, we will not submit, we will win!*" [17] maintains the rhythm and confidence of the message, emphasizing the will and determination of the candidate.

Using inversion, changing the order of words in a sentence to create an effect, can add emphasis to certain words or ideas. The translation of the inversion "*Strong leader, strong country*" [18] preserves the meaning and impact of the original statement, emphasizing the connection between the leader and the country's power position.

These examples demonstrate how stylistic devices and rhetorical devices can be effectively used in political advertising to attract audience attention and enhance emotional impact.

When translating political advertisements, grammatical transformations can be applied to adapt to the linguistic features of the target language. For example, the Ukrainian language may have its own constructions or the use of different grammatical categories, which should be taken into account during translation.

Here are some examples of American political advertisements with analysis on how grammatical transformations could be applied for translation into Ukrainian:

1. Original English Advertisement: *"Together, we can make a difference in our community."* [19]

Grammatical Transformation for Ukrainian Translation: *"Разом ми можемо змінити нашу громаду."*

In this transformation, the pronoun *"we"* is emphasized by its position at the beginning of the sentence, which is common in Ukrainian. Additionally, the verb *"can make"* is translated as *"можемо змінити,"* maintaining the active voice and empowering tone of the original message.

2. Original English Advertisement: *"Join us for a better future!"* [30; p. 30]

Grammatical Transformation for Ukrainian Translation: *"Приєднуйтеся до нас для кращого майбутнього!"* [20]

The imperative form *"Join us"* is preserved in the Ukrainian translation as *"Приєднуйтеся до нас,"* encouraging direct action. The phrase *"for a better future"* is translated as *"для кращого майбутнього,"* maintaining the purposeful and optimistic tone of the original message.

3. Original English Advertisement: *"Our candidate will fight for your rights."* [30; p. 32]

Grammatical Transformation for Ukrainian Translation: *"Наш кандидат буде боротися за ваші права."* [21]

The possessive pronoun *"our"* is translated as *"наш"* to convey ownership and affiliation. The phrase *"will fight"* is translated as *"буде боротися,"* maintaining the future tense and emphasizing the candidate's commitment. The phrase *"for your rights"* is translated as *"за ваші права,"* emphasizing the advocacy aspect of the candidate's platform.

These examples demonstrate how grammatical transformations can be applied in the translation of American political advertisements into Ukrainian, taking into account linguistic features and cultural nuances to ensure the message resonates effectively with the target audience.

These grammatical transformations help to ensure the accuracy, adequacy and efficiency of the translation of political advertisements, ensuring that the communicative goals of the original text are met in the target language.

2.2. Lexical transformations in translation of political advertisements

Lexical transformations in the translation of political advertising are key to ensuring the adequacy and effectiveness of the text's communicative impact. When translating political ads, you may encounter terms that are unique to a particular culture or political context. During translation, these terms can be replaced with equivalent ones or explained for the target language audience.

Some terms in American political advertising may be unique to a given culture or political context. "*Grassroots*" (*травневий рівень*) [22] - is used to denote a movement or organization based on the active participation of ordinary people, rather than elite political structures. In translation, this term can be explained as "*рівень звичайних людей*" or "*масова участь*". [22; p. 45]

In the political picture of the United States, "*red*" states usually refer to areas that traditionally support the Republican Party, while "*blue*" states are areas that favor the Democratic Party. In translation, these terms can be replaced by "*консервативний штат*" and "*прогресивний штат*" or explained as "*штати, що традиційно підтримують республіканців*" and "*штати, що традиційно підтримують демократів.*" [22; p. 74]

"*Super PAC*" - is a political organization that collects financial contributions to support candidates or parties, but with a limit on the maximum amount that each individual donor can donate. In translation, this term can be explained as "*надзвичайний політичний комітет*" or "*політична організація зі спеціальним статусом*". [22; p. 60]

It is important to consider the context and target language audience for effective translation of such terms.

Different metaphors and images can be used in the translation, which had better reflect the cultural characteristics and perception of the target language audience. Metaphors and images play an important role in political advertising because they help to understand complex concepts and ideas through visual analogies. Here are some examples from American political ads with analysis:

The metaphor "*America as a family*" - the image of a family is often used to emphasize unity and mutual respect. For example, a candidate might say, "*America is our big family, and each of us must support one another.*" [24]

Metaphor "*America as a playground for opportunities*" - this image emphasizes the idea of opportunities and success. For example, a candidate might say, "*In America, anyone can rise from the bottom to the top if they work hard and have the courage to dream big.*" [25]

Metaphor "*America as a light in the darkness*" - this image is used to emphasize the country's role in the world and its importance. For example, a candidate can say: "*America has always been a haven of freedom and democracy, a light in the darkness of authoritarianism and tyranny.*" [26]

These metaphors and images are designed to better reflect the cultural values and beliefs of your audience, and to connect emotionally with voters.

Abbreviations that are common in political texts can be translated or explained to an audience that may not be familiar with the original terms. Of course, here are some examples of abbreviations and acronyms that are often found in American political texts, with a translation or explanation:

GOP - American Republican Party. *GOP* stands for "*Grand Old Party*" and is the traditional abbreviation for the Republican Party. [27]

DNC - Democratic National Convention Committee. *DNC* refers to the organization responsible for conducting the national conventions and other activities of the Democratic Party. [22; p. 88]

POTUS - President of the United States of America. *POTUS* is short for "President of the United States" and is often used in political contexts to refer to the president. [28]

SCOTUS - the Supreme Court of the United States of America. [30] *SCOTUS* refers to the Supreme Court of the United States, which is the highest judicial body in the country. [22; p. 89]

FLOTUS - First Lady of the United States of America.[32] *FLOTUS* stands for "First Lady of the United States" and is used to refer to the wife of the president. [22; p. 89]

These examples illustrate how translating or explaining acronyms and abbreviations can help an audience understand the political context of an advertisement or other text.

The translation may use analogies and associations that had better reflect the cultural characteristics and perception of the target language audience. Analogies and associations in the translation of political advertising can be powerful tools for engaging audiences and conveying key messages. Here are some examples from American political ads with analysis:

Analogy with construction:

"We will build a solid foundation for the future of our country." [33] This analogy is based on the well-known concept of construction, which is associated with reliability, sustainability and progress. It conveys the message that the candidate will create solid foundations for the country's further development. [8; p. 193]

Association with family values:

"Just as your father rose to the challenge, I will do my best to protect our country." [34] This association gives people a sense of connection, trust and protection, which are key family values. The candidate claims that he is a reliable leader who will take care of the country as he would take care of his family. [8; p. 194]

Comparison with sports:

"We won't stop until we win." [35] This comparison with sports evokes in the audience associations with competition, willpower and determination. It conveys the message that the candidate is ready to fight to the end and will not stop until he achieves his goal. [8; p. 194]

These examples show how the use of analogies and associations helps candidates communicate their ideas and values through political advertising, using language and cultural concepts that are understandable to the target audience.

The tone and style of the original text can be adapted in translation to suit the cultural norms and expectations of the target language audience. In adapting political advertising to the cultural norms and expectations of the target language audience, the tone and style of the original text may change. Here are some samples from American political ads with an analysis of the adaptation of formality:

Original text: *"We will fight for every American's right to affordable healthcare."* [4; p.120]

Adapted text for greater formality: *"We are committed to advocating for accessible healthcare for all citizens."* [36]

In the adapted text, the formality maintains the importance of the question, but a less direct and more knowledgeable tone is used.

Original text: *"Together, we can make a difference in our communities."* [4; p.121]

Adapted text for less formality: *"Let's work together to change things right here at home."* [37]

Here, the adaptation includes a less formal tone, using *"Let's"* instead of *"Together"*, which is perceived as more friendly and approachable.

Original text: *"Our campaign is dedicated to the principles of equality and justice."* [4; p.121]

Adapted text for greater formality: *"We remain steadfast in our commitment to upholding the values of fairness and equality."* [38]

In this case, the adapted text uses the more formal terms "*remain steadfast*" and "*upholding*", which reinforces the seriousness and importance of these principles.

These examples demonstrate how formality can be adapted to accommodate the cultural norms and expectations of the target language audience in political advertising.

In the course of the study, it was found that lexical transformations in the translation of political advertising play an important role in ensuring the adequacy and effectiveness of the text's communicative impact on the target audience. In particular, they include the substitution of culturally specific terms, the use of metaphors and images, the adaptation of stylistic techniques, the translation of abbreviations and acronyms, the use of analogies and associations, as well as increasing or decreasing the formality of the text.

These lexical transformations allow translators to preserve the semantic integrity of the original, adapt it to the cultural and linguistic context of the target audience, and achieve maximum communication efficiency. The use of appropriate lexical transformations helps to attract the attention of the audience, create an emotional connection with it and influence its beliefs.

Therefore, it can be concluded that lexical transformations in the translation of political advertising are not only necessary, but also important for successful communication and achieving the set goals of the advertising text.

2.3. Lexical and grammatical transformations in translation of political advertisements

Lexical and grammatical transformations in the translation of political advertisements are important to ensure the adequacy and effectiveness of the text's communicative impact on the target audience. These transformations combine both lexical and grammatical aspects aimed at achieving a better convergence of the original with the linguistic and cultural context of the target language.

When translating advertisements, specific political terms and expressions can be replaced or adapted to terminology understood by the target audience, while ensuring that the semantic load is preserved.

Replacing terms while maintaining semantics can be important in political advertising to achieve better understanding and acceptance by the audience.

Original text: *"Vote for our candidate to support a robust economic policy that fosters job growth and prosperity for all."* [4; p.123]

Adapted text by replacing terms: *"Choose our candidate to back a strong plan for the economy, ensuring more jobs and prosperity for everyone."* [39]

In this example, the term *"robust economic policy"* was replaced by *"strong plan for the economy"*, which preserves the semantic load, but may be more understandable for the target audience. In addition, *"fosters job growth"* was replaced with *"ensuring more jobs"* to emphasize the concreteness and simplicity of the idea.

Original text: *"Our candidate advocates for comprehensive immigration reform to strengthen our borders and ensure national security."* [4; p.123]

Adapted text: *"Our candidate supports a complete overhaul of our immigration system to make our borders stronger and keep our country safe."* [40]

In this example, *"comprehensive immigration reform"* is replaced with *"complete overhaul of our immigration system"*, which may be more clear and specific to the audience. *"Strengthen our borders and ensure national security"* is replaced by *"make our borders stronger and keep our country safe"* to emphasize the simplicity and directness of the idea.

Original text: *"We need a leader who will fight for social justice and equality for all."* [4; p.124]

Adapted text: *"We need a leader who will stand up for fairness and equal opportunities for everyone."* [41]

Here, *"social justice and equality for all"* is replaced by *"fairness and equal opportunities for everyone"*, which may be more accessible to the audience, but preserves the semantics of the idea.

Original text: *"Our candidate is committed to enacting progressive policies to address climate change and protect the environment."* [4; p.124]

Adapted text: *"Our candidate is dedicated to implementing forward-thinking measures to tackle climate change and preserve our natural surroundings."* [42]

In this example, *"enacting progressive policies"* is replaced by *"implementing forward-thinking measures"*, which may be more understandable to an audience that may not be familiar with the term *"progressive policies"*.

Grammatical constructions such as clauses, phrases and structures can be changed or adapted to match the syntactic features of the target language.

Original text: *"We will work tirelessly for the prosperity of our nation."* [8; p.195]

Adapted text: *"Ми будемо безпосередньо працювати на процвітання нашої країни."* [43]

In this example, the adaptation reflects the cultural differences between the English and Ukrainian languages. The phrase *"work tirelessly"* was translated as *"we will work directly"*, which reflects the Ukrainian emphatic style and preserves the meaning of the original.

Original text: *"Let's come together to build a better future."* [8; p.195]

Adapted text: *"Давайте об'єднаємося, щоб побудувати краще майбутнє."* [44]

In this case, the adaptation reflects the peculiarities of the Ukrainian language, where the pronoun *"Let's"* is used, which expresses an invitation to cooperate with greater courtesy, and the infinitive *"to build"* is used, which is characteristic of the Ukrainian language.

Original text: *"We believe in the power of unity and cooperation."* [8; p.195]

Adapted text: *"Ми віримо в силу єдності та співпраці."* [45]

In this example, the adaptation reflects the belief of the Ukrainian language, where the phrase *"believe in"* has been adapted to *"believe in"*, reflecting the structural differences between the two languages.

These adapted examples reflect not only grammatical aspects, but also cultural and stylistic differences between Ukrainian and English in political advertising. Adapting the text helps to make it more understandable and attractive to the local audience.

Stylistic devices such as metaphors, alliteration, rhetorical devices, etc. can be translated or adapted to preserve the effectiveness and naturalness of speech in the target language.

Stylistic techniques can be important to the effectiveness of political advertising, and they can be adapted to preserve the effectiveness and naturalness of speech in the target language.

Original text: *"Join us on the journey towards a brighter future, where every voice is heard and every dream is within reach."* [8; p.195]

Adapted text with alliteration: *"Come with us as we embark on the path to a promising tomorrow, where all voices resonate and aspirations are attainable."* [46]

This adapted text preserves the tone and meaning of the original message, but changes the stylistic technique to better match the linguistic characteristics of the target audience. Metaphors, alliteration and other rhetorical devices can be used in the adapted text to preserve its effectiveness and naturalness of speech in the target language, taking into account cultural characteristics and differences between languages.

"Let's pave the way towards a brighter tomorrow, hand in hand." [8; p.195]

Using the metaphor *"pave the way"* instead of the simpler *"build a bridge"* makes the message more imaginative and exciting. It conveys the idea of progress and teamwork, which can be particularly effective in stimulating a positive response from the audience.

"Fight for fairness and freedom." [18; p.326]

The use of alliteration in *"fight for fairness"* [47] draws attention to a certain sense of unity and determination. This not only preserves the meaning of the original message, but also makes it more memorable and emotionally charged.

"Are we ready to rid ourselves of the grip of corruption?" [18; p.326]

Using a rhetorical question creates the impression of active involvement of the audience, making them think and feel responsible for solving the problem. This technique can mobilize the audience to action and promote a more active interaction with the message.

These analyzes show how stylistic techniques are used in political advertising to stimulate attention, recall and emotional connection with the audience.

Lexical-grammatical transformations may also include the correction or adaptation of expressions that may be misunderstood or inappropriately used in the speech of the target audience due to cultural differences.

Adapting political advertising involves correcting or adapting expressions that may be misunderstood or used inappropriately due to cultural differences.

Original text: *"We're going to drain the swamp and clean up Washington."*
[18; p.327]

Adapted text for cultural differences: *"We're committed to reforming the political system and eliminating corruption in government."* [48]

In this example, the expression *"drain the swamp"* may be misunderstood or unpleasant in other cultures, so the adapted text uses a more general and less metaphorical expression that is more unambiguous and safe for the target language audience.

In the process of translation, structural differences between the source and the target text may be revealed. Lexical-grammatical transformations help in correcting these differences and providing a logical and understandable presentation of ideas.

Of course, lexical-grammatical transformations are often used to correct structural differences between the source and target texts in the translation of political advertisements.

Original (active construction): *"We will bring about change for the better!"*
[18; p.324]

Translation (passive construction): *"Change for the better will be brought about by us!"* [49]

In this example, by turning the active construction of the original into a passive construction in the translation, the emphasis is not so much on the action of the candidate itself, but on the result that will be achieved, which can be effective for the audience.

Original: "*We must take action now to secure a better future!*" [18; p.326]

Translation (complex form): "*Action must be taken immediately in order to ensure a better future!*" [50]

In this case, by turning the simple form of the verb in the original into a complex form in the translation, the seriousness and importance of the action is emphasized, which can make the audience pay more attention to the problem.

Original (passive construction): "*Progress will be made when we all come together and work as one.*" [18; p.327]

Translation (active construction): "*When we all come together and work as one, we will make progress.*" [51]

Here, the change from passive construction to active in the translation makes the expression more direct and understandable, emphasizing the role of collective action.

These examples demonstrate how lexical-grammatical transformations can help resolve structural differences between the original and the translation, providing a logical and comprehensible presentation of ideas in political advertising.

Because of the analysis of lexical and grammatical transformations in the translation of political advertisements, several conclusions can be drawn. First, lexical-grammatical transformations are a necessary element of translation, as they allow ensuring the adequacy and effectiveness of the communicative impact of the original text on the target audience. They allow adapting political messages to the linguistic and cultural context of the target language, which is key to achieving the communicative goals of the advertising campaign. Secondly, the effective use of lexical-grammatical transformations requires the translator to have a deep understanding of both the linguistic structure of the original text and the features of the target language and its audience. The correct choice of transformations helps

preserve the semantic integrity and emotional expressiveness of the original. Thirdly, the successful translation of political advertisements requires a balance between preserving the essence of the original message and adapting it to the specifics of the linguistic and cultural environment of the target audience. Lexical-grammatical transformations help achieve this balance, providing optimal communicative impact.

Therefore, in the context of translating political advertisements, it is important to carefully plan and implement lexical-grammatical transformations, taking into account the specifics of the text, the context of translation, and the expected communicative results.

CONCLUSIONS

Advertising is a complex phenomenon that uses various means of linguistic expression to attract consumer attention and create demand for a product or service. Lexical and semantic aspects play a key role in this process, helping to create a vivid and memorable image of a product or brand. Language devices such as metaphors, epithets, hyperboles and others are widely used in advertising texts to affect the audience emotionally and create a positive image of the product. Their effectiveness lies in the ability to evoke emotions and interest in consumers. A variety of lexical and semantic means allows you to adapt advertising messages to different target audiences and linguistic environments. This is important for successful communication with different cultural and linguistic groups.

Translation of advertising texts requires taking into account not only lexical and semantic aspects, but also sociolinguistic features of the target audience. Adaptation of both the content and the formal part of the text may be necessary to achieve the adequacy of the translation. The specificity of the language into which the text is translated affects the choice of translation strategy. For example, various techniques such as antonymic translation, replacement of grammatical constructions, etc. may be used in the translation process. Translation of advertising slogans is a separate problem, since a direct and literal translation is often impossible. Here, the translator has to apply pragmatic adaptation of the text in order to avoid banality and preserve the effectiveness of the advertising message.

Mass media text discourse plays a key role in modern society by informing, persuading and entertaining audiences through a variety of media platforms. It covers a wide range of content, including news reports, analytical articles, advertisements, editorials, interviews and more. The language and style of mass media discourse can vary depending on the target audience and purpose, ranging from formal and objective to informal and emotional. Visual and audiovisual elements play an important role in enhancing communication and engaging the audience, and the digitalization of mass media platforms allows active participation of the audience in shaping the discourse. Mass media discourse influences the

formation of public opinion and agenda, defining topics, problems and perspectives for discussion and consideration in society. Therefore, the study of mass media discourse allows better understanding the relationship between media, society and culture, to reveal the influence and significance of mass media in the formation of modern discursive practice.

Grammatical transformations in the translation of political advertising are important to ensure the adequacy, effectiveness and correspondence of the communicative goals of the original text. Changing the grammatical structure of sentences can be used to increase the emotional impact on the audience. For example, changing sentences from active to passive or using different modal verbs can change the tone and emotional mood of the text. Grammatical transformations can also involve changing the order of words to reinforce or deepen certain ideas or concepts. This can be done by moving keywords or phrases to the beginning or end of a sentence. Changing tenses in a translation can have different effects. For example, using verbs in the present tense can increase the relevance and overall effectiveness of an advertising message. In addition, the translation of linguistic devices and rhetorical devices, such as rhetorical questions, the use of anaphora, and other rhetorical devices, may vary depending on the language and cultural context. Grammatical transformations help to ensure the accuracy, adequacy and effectiveness of the translation of political advertising, which guarantees the achievement of the communicative goals of the original text in the target language.

In the course of the study, it was found that lexical transformations in the translation of political advertising play an important role in ensuring the adequacy and effectiveness of the text's communicative impact on the target audience. In particular, they include substituting culturally specific terms, using metaphors and images, adapting stylistic techniques, translating abbreviations and acronyms, using analogies and associations, and increasing or decreasing the formality of the text. These lexical transformations allow translators to preserve the semantic integrity of the original, adapt it to the cultural and linguistic context of the target audience, and achieve maximum communication efficiency. The use of appropriate lexical

transformations helps to attract the attention of the audience, create an emotional connection with it and influence its beliefs. Therefore, it can be concluded that lexical transformations in the translation of political advertising are not only necessary, but also important for successful communication and achieving the set goals of the advertising text.

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ANNEX

1.	"We will make our country great again!"	«Ми знову зробимо нашу країну великою!»
2.	"Our country will be made great again!"	«Наша країна знову стане великою!»
3.	"We will win this fight!"	«Ми переможемо в цій боротьбі!»
4.	"This fight will be won by us!"	«Цю боротьбу виграємо ми!»
5.	"We will raise wages and ensure equality in the country!"	«Ми підніmemo зарплати і забезпечимо рівність в країні!»
6.	"Wages will be raised and equality will be ensured."	«Заробітна плата буде підвищена і рівність буде забезпечена».
7.	"We are committed to providing an increase in wages for all employees."	«Ми зобов'язуємося забезпечити підвищення заробітної плати для всіх працівників».
8.	"Increasing wages for all employees is our promise."	«Підвищення заробітної плати для всіх працівників - це наша обіцянка».
9.	"Let's make our country better together!"	«Давайте зробимо нашу країну кращою разом!»
10.	"Let's make our country better - together!"	«Зробимо нашу країну кращою - разом!»
11.	"My candidacy is based on experience and knowledge."	«Моя кандидатура базується на досвіді та знаннях».
12.	"Experience and knowledge are what my candidacy is based on."	«Досвід і знання - це те, на чому базується моя кандидатура».
13.	"We work on solving these problems every day."	«Над вирішенням цих проблем ми працюємо щодня».
14.	"We will change this country for the better."	«Ми змінимо цю країну на краще».

15.	"We are currently working on new laws to improve the health care system."	«Зараз ми працюємо над новими законами для покращення системи охорони здоров'я».
16.	"Doesn't every US citizen have the right to fair pay for his work?"	«Хіба не кожен громадянин США має право на справедливу оплату своєї праці?»
17.	"We will not retreat, we will not submit, we will win!"	«Ми не відступимо, ми не підкоримося, ми переможемо!»
18.	"Strong leader, strong country"	«Сильний лідер - сильна країна»
19.	"Together, we can make a difference in our community."	«Разом ми можемо змінити наше суспільство на краще».
20.	"Join us for a better future!"	«Приєднуйтеся до нас заради кращого майбутнього!»
21.	"Our candidate will fight for your rights."	«Наш кандидат боротиметься за ваші права».
22.	"Grassroots"	«Низовий рівень»
23.	"Super PAC"	«суперкомітет політичної діяльності»
24.	"America is our big family, and each of us must support one another."	«Америка - це наша велика родина, і кожен з нас повинен підтримувати один одного».
25.	"In America, anyone can rise from the bottom to the top if they work hard and have the courage to dream big."	«В Америці будь-хто може піднятися з низів до вершин, якщо він наполегливо працює і має сміливість мріяти про велике».
26.	"America has always been a haven of freedom and democracy, a light	«Америка завжди була притулком свободи і демократії, світлом у темряві авторитаризму і тиранії».

	in the darkness of authoritarianism and tyranny."	«Республіканська партія»
27.	"Grand Old Party"	«Президент Сполучених Штатів»
28.	"President of the United States"	«Верховний суд Сполучених Штатів»
30.	"the Supreme Court of the United States"	Національний комітет
31.	Democratic National Convention	Демократичної партії
32.	Committee	«Перша леді Сполучених Штатів»
	"First Lady of the United States"	«Ми збудуємо міцний фундамент для майбутнього нашої країни».
33.	"We will build a solid foundation for the future of our country."	«Так само, як ваш батько прийняв виклик, я зроблю все можливе, щоб захистити нашу країну».
34.	"Just as your father rose to the challenge, I will do my best to protect our country."	«Ми не зупинимося, поки не переможемо».
35.	"We won't stop until we win."	«Ми зобов'язуємося відстоювати доступну охорону здоров'я для всіх громадян».
36.	"We are committed to advocating for accessible healthcare for all citizens."	«Давайте працювати разом, щоб змінити ситуацію у себе вдома».
37.	"Let's work together to change things right here at home."	«Ми залишаємося непохитними у своїй відданості відстоюванню цінностей справедливості та рівності».
38.	"We remain steadfast in our commitment to upholding the values of fairness and equality."	«Оберіть нашого кандидата, щоб підтримати сильний план для економіки, який забезпечить більше робочих місць та процвітання для кожного».
39.		
40.	"Choose our candidate to back a strong plan for the economy, ensuring more jobs and prosperity for everyone."	

41.	<p>"Our candidate supports a complete overhaul of our immigration system to make our borders stronger and keep our country safe."</p>	<p>«Наш кандидат підтримує повний перегляд нашої імміграційної системи, щоб зробити наші кордони міцнішими і захистити нашу країну».</p>
42.	<p>"We need a leader who will stand up for fairness and equal opportunities for everyone."</p>	<p>«Нам потрібен лідер, який буде відстоювати справедливість і рівні можливості для всіх».</p>
43.	<p>"Our candidate is dedicated to implementing forward-thinking measures to tackle climate change and preserve our natural surroundings."</p>	<p>«Наш кандидат відданий впровадженню далекоглядних заходів для боротьби зі зміною клімату та збереження нашого природного середовища».</p>
44.	<p>"We will work tirelessly for the prosperity of our nation."</p>	<p>«Ми будемо невтомно працювати задля процвітання нашої нації».</p>
45.	<p>"Let's come together to build a better future."</p>	<p>«Об'єднаймося, щоб побудувати краще майбутнє».</p>
46.	<p>"We believe in the power of unity and cooperation."</p>	<p>«Ми віримо в силу єдності та співпраці».</p>
47.	<p>"Come with us as we embark on the path to a promising tomorrow, where all voices resonate and aspirations are attainable."</p>	<p>«Йдіть з нами, коли ми стаємо на шлях до багатообіцяючого завтра, де всі голоси резонують, а прагнення є досяжними».</p>
47.	<p>"Let's pave the way towards a brighter tomorrow, hand in hand."</p>	<p>«Давайте прокладемо шлях до світлого завтра, рука об руку».</p>
47.	<p>"Fight for fairness"</p>	<p>«Боротьба за справедливість»</p>

48.	"We're committed to reforming the political system and	«Ми віддані реформуванню політичної системи та
49.	eliminating corruption in government."	викоріненню корупції у владі».
	"Change for the better will be brought about by us!"	«Зміни на краще здійснимо ми!»
50.	"Action must be taken immediately in order to ensure a	«Необхідно діяти негайно, щоб
	better future!"	забезпечити краще майбутнє!»
51.	"When we all come together and work as one, we will make	«Коли ми всі об'єднаємося і будемо
	progress.	працювати як одне ціле, ми досягнемо прогресу».

РЕЗЮМЕ

Ця курсова робота має на меті дослідження специфіки відтворення політичної реклами з англійської мови на українську, зосереджуючись на лексико-семантичних та стилістичних аспектах. Дослідження базується на аналізі текстів політичних рекламних матеріалів з різних джерел та їх перекладів на українську мову. Основна мета полягає у виявленні особливостей перекладу політичної реклами, зокрема, у розкритті відмінностей у використанні лексики та семантики, а також у розгляді стилістичних засобів, що використовуються для досягнення певних ефектів у рекламних текстах. Результати дослідження сприятимуть кращому розумінню процесу перекладу політичної реклами та виявленню можливих проблем та шляхів їх вирішення у майбутньому.

Ключові слова: переклад, політичний дискурс, семантика, аналіз тексту.