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TECHNIQUES IN MODERN ENGLISH-LANGUAGE MASS MEDIA AND
METHODS OF RENDERING THEM IN THE UKRAINIAN LANGUAGE**

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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

ЗАСОБИ РЕАЛІЗАЦІЇ МАНІПУЛЯТИВНОГО ВПЛИВУ В СУЧАСНИХ АНГЛОМОВНИХ ЗМІ ТА СПОСОБИ ЇХ ВІДТВОРЕННЯ УКРАЇНСЬКОЮ МОВОЮ

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INTRODUCTION

The term paper at hand examines the manipulative strategies used in contemporary English media and delves into the ways in which these strategies are translated into Ukrainian. As we navigate this complex landscape, our primary focus is on understanding, adapting, and critically examining the implications of manipulative language in the context of global media communication.

A theoretical framework based in linguistics, media studies, and translation theory forms the basis of this research. The utilisation of an interdisciplinary approach facilitates the analysis of the complex and diverse aspects of manipulative tactics, including linguistic subtleties, cultural adaptations, and the ethical problems that accompany their application. We seek to expose the complexities of manipulative language as it appears in English-language media by drawing on well-established ideas in these domains.

In today's interconnected world, the study of manipulative techniques in the media is extremely relevant. As a ubiquitous force, English-language media has a substantial impact on societal behaviours and public opinion in a variety of cultural contexts. Comprehending the flexibility of manipulative language in translation becomes imperative, particularly in light of the way media information crosses linguistic barriers and influences global attitudes.

Therefore, the main objective of our work is to identify, characterise, and evaluate the ways in which manipulative techniques are employed in English-language mass media, as well as to develop efficient procedures for translating them into the Ukrainian language. In order to accomplish this, the following goals have been outlined: defining the range of manipulative techniques that are commonly used in contemporary English-language mass media; investigating the difficulties and approaches related to cross-cultural adaptation of manipulative language; and examining the influence of manipulative techniques on audience attitudes and actions.

The subject of our investigation encompasses the various manipulative techniques utilized in contemporary English-language mass media, with a specific focus on their adaptability in the Ukrainian linguistic and cultural context. The primary

object of this research is the examination of manipulative language in mass media, with a particular emphasis on how it evolves and transforms when translated into the Ukrainian language.

This research draws from a variety of sources, including English media articles, scholarly articles on the use of manipulative language, and translation studies illustrating the adaptation of manipulative techniques. Methods used in this study include qualitative research methods, content analysis and case study disaggregation. These approaches allow us to delve into the linguistic, cultural, and ethical dimensions of manipulative language in media and its translation.

All things considered, this study is important from both a practical and a theoretical perspective. Theoretically, this adds to our knowledge of how manipulative language in mass media can be adapted to different cultural contexts. Practically speaking, the insights gained will offer guidance to media practitioners, translators, and policymakers in navigating the ethical challenges associated with manipulative content.

The term paper unfolds in two main chapters. Chapter 1 delves into the understanding of manipulative techniques in English-language mass media, while Chapter 2 explores the adaptation and rendering of these techniques in the Ukrainian language. Each chapter is meticulously structured to address specific aspects of the research objectives, providing a comprehensive analysis of the chosen subject.

Taking everything into consideration, in this research we embark on a detailed journey through the theoretical landscape, methodological considerations, and practical applications, aiming to contribute valuable insights to the broader discourse on media manipulation and its linguistic adaptations.

CHAPTER 1

UNDERSTANDING MANIPULATIVE TECHNIQUES IN ENGLISH-LANGUAGE MASS MEDIA

1.1 Definition and Types of Manipulative Techniques

In the dynamic landscape of mass media, language operates as a powerful tool, shaping narratives, influencing public perceptions, and steering collective opinions (Назаренко та ін., 2012; Бакка та ін., 2012). At the heart of this linguistic dynamism lies the strategic use of manipulative techniques—a multifaceted array of tactics employed to mold and direct audience responses (Назаренко та ін., 2012; Бакка та ін., 2012). Manipulative techniques in mass media encompass a spectrum of strategies employed to shape audience perceptions and influence opinions (Назаренко та ін., 2012; Бакка та ін., 2012). For instance, some researchers even argue that fake news, being exchanged on social networks, is transforming society significantly (Janze & Risius, 2017).

Scholars in media studies define manipulation within the context of mass communication as the calculated use of communication channels to control or guide the thoughts and actions of the audience (McQuail, 2010). According to McQuail (2010), manipulation in media involves the skillful alteration of information to shape public opinion. This alteration often occurs in a way that aligns with specific agendas, ideologies, or interests. McCombs and Shaw also argue that manipulation involves the purposeful use of language, visuals, and framing to shape narratives and guide audience interpretations (McCombs & Shaw, 1972). Accordingly, many scholars (McCombs & Shaw, 1972; McQuail, 2010; Невельська-Гордєєва, О. П., & Нечитайло, В. О., 2021; Коваль, 2020) agree that the goal of using manipulative techniques is to guide the audience towards a particular interpretation or response, thus influencing their worldview.

Consequently, manipulative techniques in English-language mass media are intricately tied to linguistic phenomena, where the choice and manipulation of language

play a pivotal role. Neologisms, or the creation of new words or expressions, are recognized as powerful tools in shaping narratives and influencing audience perceptions (Crystal, 2016). Phraseology, involving the use of fixed expressions, and jargon contribute to subtle messaging and persuasion in media discourse (Baker, 2010).

There are many types of manipulative techniques used in today's mass media. Framing, a key manipulative technique, involves presenting information in a way that highlights certain aspects while downplaying others (Entman, 1993). This selective presentation can significantly impact how audiences interpret and understand the subject matter and is often used in mass media (Entman, 1993). Entman's seminal work, "Framing: Toward clarification of a fractured paradigm," provides foundational insights into the mechanics of framing and its implications for mass communication (Entman, 1993). The author explores how the media's framing choices influence public opinion and contribute to the construction of specific narratives. Entman argues that framing is not just a neutral reporting of facts but an active process that shapes the context in which information is received, affecting audience perceptions and attitudes.

Further complementing Entman's perspective, Scheufele and Tewksbury (2007) elaborate on framing effects, emphasizing how the media's framing decisions can influence individuals' cognitive processing and subsequent interpretations. The authors delve into the psychological mechanisms underlying framing, shedding light on the cognitive shortcuts individuals take when processing information presented through specific frames (Scheufele & Tewksbury, 2007). All these insights help to analyze the techniques, paying attention to linguistic aspects.

In addition to framing, emotional manipulation and linguistic strategies are widely used in contemporary mass media. Chomsky and Herman (2019) emphasize the role of emotional appeal in the media, highlighting how language choice and emotional stimuli are used effectively to influence audience response. Scholars argue that this emotional manipulation is a powerful tool for eliciting specific responses and aligning audiences with specific ideas (Chomsky & Herman, 2019). The deliberate use of emotionally charged language and images in the media is a powerful example of emotional manipulation. For example, communicating a humanitarian issue with

emotional language and poignant images can have a profound emotional impact on viewers and elicit support for specific causes or ideas.

Media manipulation plays an important role in language choice and is a particularly powerful weapon in information warfare (Eldin, 2023). Linguistic manipulation includes different mechanisms operating at different linguistic levels (Mialkowska et al., 2023). These include phonetic manipulation involving correlations of sounds, colors, and content; lexical-semantic manipulation incorporating polysemantic words, indirect meanings, and blurred boundaries; syntactic manipulation employing passive voice, incentive constructions, modal verbs, conjunctions such as "and" and "but," and rhetorical devices like appeals, repetitions, and deixis; and stylistic manipulation utilizing metaphor, metonymy, antithesis, nominalization, cliches, ideologemes, modal predicates, and words with non-specific semantics (Mialkowska et al., 2023).

In this context, the concept of linguistic manipulation is introduced as "manipulative influence, carried out by the skillful use of certain language resources with the aim of covertly influencing the cognitive and behavioral activity of the addressee" (Kuzio, 2014). This concept, however, is evolving in modern media linguistics, adopting a linguistic pragmatic approach and a linguistic and cultural approach, leading to the emergence of the concept of multimodal manipulation (Mialkowska et al., 2023). Multimodal manipulation refers to the intentional, intentional, and masked interaction effects on the way the subject is engaged in actions (Mialkowska et al., 2023). Moreover, this influence is sometimes used to benefit third parties (Kuzmenko et al., 2023).

Overall, sentence structure, rhetorical tactics, and word choice all work together to shape the story and influence the public's perception (Eldin, 2023). This linguistic manipulation is frequently delicate, intended to change public opinion without raising concerns (Eldin, 2023). It is imperative that media consumers recognise these strategies and hone their critical thinking abilities in order to separate propaganda from the truth (Johnson, 2019). According to Chester and Montgomery (2017), "propaganda" is defined as contemporary "political-rhetorical activity organised by the state and used to control the behaviour of the masses through a symbolic impact on the emotional-

evaluative sphere and worldview of the mass addressee." One characteristic that sets propaganda apart is its high level of informational assault.

However, it is important to recognize that both misinformation and propaganda often appear in response to demands from target users (Mialkowska et al., 2023). Individuals tend to gravitate toward issues that align with their preconceived political views or worldviews, reflecting a proclivity for stereotypical thinking and a limited ability to critically assess situations (Woolley & Howard, 2018). The popularity of misinformation and its effectiveness as a manipulation tool can be attributed to the tendency of recipients to avoid cognitive dissonance (Mialkowska et al., 2023). When media discourse deviates from conventional knowledge in a subculture, it inevitably provokes cognitive dissonance (Mialkowska et al., 2023).

This process is associated with individuals' preference for information that reinforces their existing beliefs, a cognitive bias commonly referred to as confirmation bias (Mialkowska et al., 2023). Confirmation bias contributes to the perpetuation of misinformation, as individuals may actively seek or accept information that is consistent with their preconceived notions, and reject or ignore contradictory evidence (Nickerson, 1998).

Another aspect of manipulative tactics is visual manipulation, which includes the deliberate use of pictures and design components. The choice of images, colour schemes, and layout design all play a big part in influencing how an audience interprets a message and how it is communicated. For example, visuals are powerful tools for communication that have a significant impact on the views of the audience (Entman, 2012; Messaris, 1997). Manipulators can elicit emotional reactions, establish connections, and gently steer viewers towards desired interpretations by carefully choosing their sights (Entman, 2012). Visual components are universally influential in generating stories for a variety of audiences since they can cut over linguistic barriers (Messaris, 1997).

Color perception plays an important role in visual manipulation, as different colors evoke different emotional responses and convey specific messages (Labrecque & Milne, 2013). The strategic use of color schemes for users is capable of creating

conditions, strengthening brand associations, and triggering specific emotional responses (Labrecque & Milne, 2013). Understanding the psychological effects of color improves visual manipulation strategies (Labrecque & Milne, 2013).

Furthermore, the way that visual components are arranged in a layout greatly influences the way that media information is narratively structured. The way that text, graphics, and other design components are organised affects how information is presented and how the audience's attention is drawn (Moriarty et al., 2011). According to Moriarty et al. (2011), layout design is a technique for highlighting particular elements and leading the viewer through a well-chosen visual experience that reaffirms particular themes.

All things considered, among the mass media, language emerges as a powerful, creatively used strategic tool to shape narrative and guide public opinion (Caled & Silva, 2022). From formal and emotional appeal to linguistic nuances, scholars emphasize 'mathematical' variation to suit specific policies and influence audience worldviews (Caled & Silva, 2022). The evolving view of multiple variables builds linguistic and cultural trajectories fused in contemporary media language is further underscored. The identification of these mechanisms is crucial for media users, requiring critical thinking skills to distinguish propaganda from truth in the evolving media world. The complex synergy of linguistic and visual elements underscores the need for ongoing research to comprehend and navigate the nuanced dynamics of mass media manipulation.

1.2. The Role and Features of Manipulative Techniques in Modern English-language Mass Media

In English-language mass media, manipulative techniques are strategic tools that communicators use to influence or direct the opinions and behaviour of their audience (McQuail, 2010). Expanding upon McQuail's (2010) definition, manipulation entails the strategic utilisation of communication channels to expertly modify information in order to synchronise it with particular goals or objectives. By deliberately changing

public perception, the manipulator hopes to develop a story that supports their goals (Johnson, 2019). Therefore, the purposeful creation of media information to sway audience views and direct their interpretations is the function of manipulative techniques (Johnson, 2019).

Linguistic features form the cornerstone of the strategies used in many English-language media. Neologisms, phraseology, and jargon emerge as linguistic features that contribute to the subtle molding of narratives and the shaping of audience perceptions (Crystal, 2016; Baker, 2010). The intentional creation of new words allows people to introduce new ideas or frame existing ideas in a different light (Crystal, 2016; Baker, 2010). Studying syntax, where standard words are used, and words help develop a distinctive language in the media discourse, and facilitate subtle and compelling messages (Crystal, 2016; Baker, 2010). For example, the headline: "‘Top Gun: Maverick’ Trailer Sparks Controversy as Fans Notice Taiwanese Flag Missing From Tom Cruise’s Jacket" includes a fixed expression "sparks controversy" that employs phraseological elements to convey a sense of disruption and discord surrounding the political figure (Brzeski, 2019). This phrase helps to pointing to individuals as a driving force, subtly shaping audience perceptions and affecting the overall tone of news coverage. Additionally, jargon within economic reporting can illustrate linguistic manipulation. In financial accounting, terms such as "quantitative easing" or "circuit breaker" are used, not only to convey specific financial considerations but also to create an aura of expertise and exclusivity (Crystal, 2016; Baker, 2010). The intentional use of such jargon fosters a sense of authority, potentially persuading the audience to trust and accept the provided information without questioning its implications (Crystal, 2016; Baker, 2010).

From a translator's perspective into Ukrainian, conveying these linguistic components calls for close attention to language and cultural subtleties (Carvalho do Amaral, 2022). Maintaining the manipulative aim while making sure the translated material properly speaks to the intended audience is the difficulty. It might be necessary to modify the phrases in order to convey the meaning of the mix in a way that is consistent with the linguistic and cultural context when communicating the terms'

impact (Carvalho do Amaral, 2022) in Ukrainian. Similar to this, translating phraseological elements means locating equivalents in the target language that convey the same meanings while preserving the nuanced style and convincing message (Carvalho do Amaral, 2022). Jargon necessitates striking a balance between precision and readability (Carvalho do Amaral, 2022), so that translated terms accurately reflect the intended degree of knowledge while also being understandable to a Ukrainian audience.

Some examples are going to be provided below in this research paper. Referring to headline manipulation as a common tactic used to provoke a particular response, we can analyse the English headline: "Researchers Claim Breakthrough in Cancer Treatment." The term "breakthrough" carries a positive connotation, suggesting a significant advancement. When translated into Ukrainian, choosing a term like "прорив" captures the same positive sentiment. However, alternative translations, such as "злет" (breakthrough) or "перемога" (victory), can subtly influence the reader's perception of the scientific achievement. As a result, a number of translation strategies, including modulation and literal translation, can be recognised. Literal Translation: In the example given, the term "breakthrough" in the English headline is translated into Ukrainian as "прорив," which maintains a similar literal meaning and positive connotation. Regarding modulation, while the term "прорив" is a direct translation of "breakthrough," alternative translations such as "злет" (breakthrough) or "перемога" (victory) are mentioned. From the translator's point of view, these substitutes slightly alter the headline's meaning and tone, which affects how the reader interprets the scientific breakthrough. Overall, the use of different translation choices, like "прорив," "злет," or "перемога," shows how oblique translation strategies are used. Translators have to think about how each decision will affect how the target audience interprets and comprehends the information.

Framing plays an important role in media manipulation, influencing how information is presented (Crystal, 2016; Baker, 2010). For example, we can imagine that an English article describing economic change may frame the situation positively with words like "economic growth" or negatively with "recession." When translated into

Ukrainian, careful selection is necessary to maintain the framing effect. For example, translating "economic growth" as "економічний підйом" and "economic crisis" as "фінансова криза" takes framing, and guides readers to a positive or negative interpretation.

Emotional manipulation is usually achieved through the choice of language designed to evoke a particular emotion (Chomsky & Herman, 2019). When reporting on humanitarian aid, for instance, an English story may use emotional language such as "heartbroken" or "sad." In Ukrainian language translations, the translator uses a literal translation method by selecting equivalent words in the target language with the received emotional language used in text a derived from it and intensifies the emotional impact on the audience ("несамовитий" (heartbreaking) or "трагічний" (sad)). Furthermore, the translator ensures that the emotional impact of language choice in the source text is preserved in the translation. By choosing words like "несамовитий" and "трагічний", the emotional manipulation intended by the original article is maintained. Consequently, the translation involves oblique techniques by considering the emotional response elicited by the language choices (Chomsky & Herman, 2019). The translator strategically selects words in the target language that intensify the emotional impact on the audience, thereby achieving the same level of emotional manipulation as in the source text (Chomsky & Herman, 2019).

Another example is the headline: "Exclusive Interview: Superstar's Shocking Revelation". In this headline, the reputation manipulation strategy is at play. The use of "Exclusive Interview" suggests that the information to be revealed is unique and significant, creating a sense of anticipation among the audience. Ukrainian equivalent could be "шокуюче/ ексклюзивне інтерв'ю." Translating "interview" as "інтерв'ю," we implement one of the direct translation techniques, which is borrowing. Moreover, the Ukrainian equivalent "ексклюзивний" is the literal translation of the word "exclusive." The term "superstar" ("суперзірка") adds prestige and importance to the person being interviewed. The translator uses such a technique here as in a literal translation. After reading the article, it should be clear that the revelation is not as surprising as the title suggests. The interviewer may share personal stories or

experiences that, while interesting, may not meet the high expectations set by the subject. The article may use quotes or selections to emphasize the value of shock, resulting in a narrative that may differ from the actual interview.

This format aims to present the interview as a dramatic revelation, generate excitement and engage the audience. The emotive language used in the title helps create an image and public perception of the superstar. To maintain the sense of uniqueness and puzzlement in the title from a semantic point of view in Ukrainian requires the selection of equivalents that evoke very similar emotions. Adapting the positively framed language and potential exaggerations in the article's content to align with cultural nuances in Ukrainian is crucial for effectively conveying the intended impact of the manipulation strategy (Chomsky & Herman, 2019).

Another example is the English headline: "Breaking News: A-List Celebrity Drops Bombshell Confession in Exclusive Interview." This headline also employs the strategy of creating intrigue and capturing attention by presenting the interview as a groundbreaking revelation. The use of "Breaking News" suggests the information is of immediate and urgent interest, further enticing the audience to engage. "A-List Celebrity" emphasizes the celebrity status of the interviewee, implying that the confession comes from a highly regarded and influential figure, thus heightening the perceived importance of the revelation. The term "Bombshell Confession" adds a sensational element, indicating that the content of the interview is shocking, unexpected, and likely to create a significant impact. Potential Ukrainian translation: "Головні новини: Зіркова Особистість Зробила Гучне Зізнання у Ексклюзивному Інтерв'ю." In this translated version, "Головні новини" captures the urgency implied by "Breaking News." "Зіркова Особистість" emphasizes the celebrity status, and "Гучне Зізнання" conveys the impactful and sensational nature of the confession. "Ексклюзивне Інтерв'ю" maintains the sense of exclusivity, suggesting that this information is available only in this particular interview. This example demonstrates the translation process while ensuring the equivalent terms in Ukrainian convey the same sense of urgency, celebrity status, and shock value, aligning with the original manipulative strategy.

The examination of the English headline and its possible Ukrainian translation makes use of a number of translation transformations and methodologies. The first type of translation is called lexical substitution, which happens when English terms are replaced with their equivalents in Ukrainian while yet maintaining a similar meaning. For instance, "Головні новини" is the translation of "Breaking News." Second, we see the application of the compensation translation approach, which is when the translation adds extra parts to preserve the headline's deceptive tactic in order to make up for linguistic and cultural disparities. When "Bombshell Confession" is translated to "Гучне Зізнання," for example, the impact and sense of sensationalism are enhanced while remaining true to the original translation. Overall, there is also a metaphoric transformation. While not explicitly mentioned in the analysis, the headline itself utilizes metaphors to convey its message. The translation aims to preserve the metaphorical impact of the original headline while adapting it to the linguistic and cultural context of Ukrainian (Chomsky & Herman, 2019).

In conclusion, manipulative techniques wielded within English-language mass media play a pivotal role in shaping public opinion and guiding interpretations (McQuail, 2010). Deliberate media content is a communication tool for people to manipulate audiences' perceptions and behaviors, aligning information with specific agendas or interests (McQuail, 2010). This 'calculated' media consumption, as described by McQuail (2010), requires skillful processing of information to create a story that matches users' goals and, ultimately, costs audience opinion.

Neologisms, phraseology, and jargon are examples of linguistic components that become effective weapons in the manipulator's toolbox (Crystal, 2016; Baker, 2010). These linguistic elements emphasise the intentional creation of new words to introduce innovative concepts or frame existing ideas distinctively, which helps to subtly shape narratives and audience perceptions (Crystal, 2016; Baker, 2010). Subtle messaging and persuasion are made easier by phraseology, which is characterised by the use of fixed terms and jargon (Crystal, 2016; Baker, 2010). Phraseology also helps to create a distinctive language within media discourse. The headline, "Top Gun: Maverick' Trailer Sparks Controversy as Fans Notice Taiwanese Flag Missing From Tom Cruise's

Jacket," serves as an example of how phraseological features can portray discord and disruption, so impacting news coverage and audience perception (Brzeski, 2019).

The translation of these linguistic manipulations into Ukrainian requires careful consideration of cultural and linguistic nuances. Analysis of these examples illustrates the complexity of the tactics used in translation. The challenge lies in maintaining a manipulative mindset to ensure relevance to the target audience. Adjustments to capture the essence of the linguistic mix are consistent with the cultural context, while having a generic vocabulary provides a subtle message and a compelling tone continued. Balancing accuracy and accessibility is crucial for translating jargon, ensuring the conveyed expertise remains comprehensible to the Ukrainian audience.

1.3. Cross-Cultural Adaptation of Manipulative Techniques

The adaptability of manipulative methods across cultures becomes an important factor in an era of globalised communication, where information is travelling across boundaries at an unprecedented velocity. The cultural environment in which deceptive methods are employed is intrinsically linked to their effectiveness. Communication specialists have to handle the subtleties and sensitivities particular to each audience as information moves between various linguistic and cultural contexts.

Culture is a foundational vessel in which manipulation is either reinforced or challenged. To understand the impact of cultural aspects on communication, it is crucial to understand the dynamics of adaptation strategies. As consumption and distribution strategies are developed, they will inevitably incorporate cultural nuances that resonate with specific audiences. The seminal work of Hofstede (2011) has been instrumental in defining cultural dimensions, providing a valuable lens through which to explain the interaction of culture and strategies.

The cultural factors proposed by Hofstede (2011)—which include individualism-collectivism, power distance, uncertainty avoidance, and masculinity-femininity—provide a solid foundation for placing manipulative techniques in context. The dichotomy of individualism against collectivism describes how much a society

prioritises individual interests over group ones or vice versa. The acceptance of hierarchical authority systems within a society is explained by power distance (Hofstede, 2011). The distribution of gender roles and values is reflected in the concept of masculinity-femininity, and uncertainty avoidance explores a society's tolerance for ambiguity (Hofstede, 2011).

According to Hofstede (2011), these cultural consequences greatly influence the manipulative techniques. Successful change processes in individual cultures can be embedded in collectivist contexts, where public interests supersede individual concerns (Hofstede, 2011). Similarly, a manipulation strategy based on a high power distance culture may meet resistance in a low power distance state that questions hierarchical authority (Hofstede, 2011). Thus, an understanding of the cultural dynamics of the target audience is essential to prepare adaptation strategies (Hofstede, 2011). The work of Gudykunst and Kim on intercultural communication (1997) further contributes to understanding how individuals from different cultures communicate. Their study emphasizes the role of uncertainty reduction and adaptive strategies, and shed light on how to adapt adaptation strategies when crossing cultural boundaries (Gudykunst & Kim, 1997).

Moreover, the psychological underpinnings explored by Matsumoto and Juang (2013) emphasize the need to consider cultural variations in cognition, emotion, and behavior. Cross-cultural adaptation of manipulative techniques necessitates an understanding of how these variations influence audience reactions (Matsumoto & Juang, 2013).

In summary, cross-cultural adaptation of manipulative techniques requires careful balancing act between maintaining the fundamental strategy and modifying it to suit the audience's cultural quirks. A deliberate strategy that takes into account linguistic variations, cultural sensitivity, symbolic appeals, and an awareness of nonverbal communication is necessary for adapting manipulative techniques across cultural boundaries. Furthermore, cultural adaptation demands a keen comprehension of the norms, values, and communication preferences of the target culture (Ting-Toomey, 1999). For example, manipulative strategies based on ambiguity and vagueness may

be less successful in a society where there is a high level of uncertainty avoidance (Ting-Toomey, 1999). The audience might ask for specificity and hard data, which would force manipulators to reevaluate their approaches (Ting-Toomey, 1999). Likewise, adapting to power distance variations requires manipulators to gauge the level of deference expected towards authority figures within a given culture (Ting-Toomey, 1999).

Language, as a key element of culture, plays an important role in adapting manipulative strategies (Hofstede, 2011). Some linguistic features carry specific cultural implications that need to be carefully considered in efforts to bring about cross-cultural exchange (Hofstede, 2011). For example, the thematic use of metaphor may resonate effortlessly with a native English-speaking audience but may fall flat or even be unintelligible when translated directly. Cultural nuances of incorporating metaphors, metaphors, or wordplay requires a nuanced approach to ensure that the formal message has had its intended effect (Hofstede, 2011)

A metaphorical language choice in one culture may carry different symbolic meanings in another. For instance, an English metaphor like "weathering the storm" may metaphorically describe overcoming challenges. Translated directly into Ukrainian, the metaphor may lose its intended symbolism if the target culture does not share the same associations with storms. Adapting such metaphors requires selecting culturally resonant alternatives that convey a similar sense of resilience. Consequently, the original English metaphor: "The Economy Weathering the Storm of Uncertainty" could be translated into Ukrainian as "Економіка переживає бурю невизначеності." This way the Ukrainian adaptation/ metaphoric transformation adjusts the metaphor to align with cultural associations, using the expression "переживає" (endures) instead of "weathering," maintaining the intended meaning within the cultural context.

Another example would be the original English headline, "Government Initiative Unleashes Innovation Wave." The adaption can phrase it as "Government Initiative Stimulates Innovation Wave" in the Ukrainian context, where the word "unleashes" might imply releasing something uncontrollable, in order to keep the tone upbeat and avoid any misunderstandings.

In order to effectively manipulate in a variety of cultural contexts, it is imperative that manipulative tactics be cross-culturally adapted through a comprehensive strategy that emphasises both verbal clarity and a profound awareness of cultural nuances. It is critical to understand that manipulators must be skilled in navigating the complex interactions between cultural dimensions, psychological nuance, and linguistic variances in order to properly apply manipulative techniques in the constantly changing context of mass media.

The examples presented clearly emphasize the importance of fine-tuning strategies to better match the cultural complexity of the target audience. This includes ensuring that customized messages are not only linguistically accurate but also culturally appropriate. The success of adaptation efforts depends on the user's ability to recognize and manage unique emotions, values and communication preferences across cultures.

The final example in this chapter would be the analysis of the ViceNews ([vice.com](https://www.vice.com)) editorial "Russia Plays Theater in Kyiv as Ukraine Is Blamed for Crimea Bridge Attack" and its interpretation.

The original text: "Russia bombarded several cities across Ukraine with sustained missile and rocket attacks on Monday morning, a day after Russian President Vladimir Putin accused Ukraine of terrorism for blowing up a symbolic and strategically important bridge linking Russia with Crimea. Images on social media showed a children's playground in Kyiv's Shevchenko Park that had been damaged in a barrage of missile strikes that hit the Ukrainian capital during rush hour. At least one blast hit right by the main building of Kyiv's National University, according to photographs and videos shared on social media. Rockets and missiles rained down on other major cities from the small hours of Monday morning through to daylight, including Lviv in the west of the country close to the Polish border, the northern city of Kharkiv, the southeastern city of Zaporizhzhia, and Mykolaiv in the south.

The death toll from the attack in Kyiv alone was initially put at five, but that is expected to rise. Ukrainian President Volodymyr Zelenskyy released a video statement on social media after the level of destruction became apparent.

"The morning is difficult. We are dealing with terrorists. Dozens of missiles,

Iranian ‘Shaheds’ [drones]. They have two targets: energy facilities – throughout the country... The second target is people... Stay in shelters today. Always follow the safety rules. And always remember: Ukraine was here before this enemy appeared, Ukraine will be here after him." Such strikes are reminiscent of the early weeks of the war in February and March 2022, when people across the capital spent weeks on end taking cover in bomb shelters. In recent months, the focus has been in the east and south of the country, with Ukrainian forces attempting to regain territory seized by Russia on the battlefield. Recent humiliating defeats, which have included Ukraine seizing major tactical areas such as Lyman in lightning-fast operations, have set Russia back in what is still only referred to as a “special military operation” in Russia.

The attack on Kerch Strait Bridge in Crimea over the weekend was another significant blow. A major blast destroyed part of the bridge on Saturday morning, in an attack labelled “terrorist” by Putin, who blamed the “Ukrainian secret service”. Russia annexed Crimea in 2014 from Ukraine in a relatively bloodless operation. The Kerch bridge cost the Kremlin billions of dollars to build, and is a vital transport link for goods and equipment between Russia and the annexed territory.

The bridge opened in 2018 to fanfare, including a visit from Putin himself, and is heavily fortified by missile defence systems and supposedly a school of killer dolphins to intercept any frogmen trying to plant explosive devices.

Ukraine has not claimed responsibility for the attack, but has hastily released a stamp celebrating the blast” (vice.com).

The translation: “У понеділок вранці Росія обстріляла кілька міст по всій Україні постійними ракетними ударами, через день після того, як президент Росії Володимир Путін звинуватив Україну в тероризмі через підриг символічного і стратегічно важливого мосту, що з’єднує Росію з Кримом. У соцмережах зображено дитячий майданчик у київському парку Шевченка, який постраждав від шквалу ракетних ударів по українській столиці в годину пік. Згідно з фотографіями та відео, поширеними в соціальних мережах, щонайменше один вибух стався прямо біля головного корпусу Київського національного університету. Мільйони ракет обрушувалися на інші великі міста з ранку

понеділка до світанку наступного дня, включаючи Львів на заході країни поблизу польського кордону, північне місто Харків, південно-східне місто Запоріжжя та південний Миколаїв.

Кількість загиблих лише внаслідок теракту в Києві спочатку оцінювалася у п'ять осіб, але зауважується, що вона зростає. Президент України Володимир Зеленський оприлюднив у соцмережі відеозвернення після того, як став очевидним рівень руйнувань.

«Ранок важкий. Ми маємо справу з терористами. Десятки ракет, іранські «Шахеда». У них дві цілі: енергетичні об'єкти – по всій країні... Друга ціль – люди... Залишайтеся сьогодні в укриттях. Завжди дотримуйтеся правил безпеки. І завжди пам'ятайте: Україна була до появи цього ворога, Україна буде після нього». Такі удари нагадують перші тижні війни в лютому та березні 2022 року, коли люди по всій столиці тижнями безперервно ховалися під бомбами. Останніми місяцями увага була зосереджена на сході та півдні країни, де українські війська намагалися повернути територію, захоплену Росією на полі бою. Недавні поразки, серед яких Україна блискавично захопила основні тактичні райони, такі як Лиман -швидкі операції відкинули Росію назад до того, що в Росії досі називають лише «спеціальною військовою операцією».

Атака на Керченському мосту в Криму на вихідних стала ще одним серйозним ударом. Потужний вибух зруйнував частину мосту в суботу вранці під час атаки, яку Путін назвав «терористичною», звинувативши в цьому «українську спецслужбу». Росія анексувала Крим у України в 2014 році в ході відносно безкровної операції. Будівництво Керченського мосту коштувало Кремлю мільярди доларів і є життєво важливим транспортним сполученням для товарів і обладнання між Росією та анексованою територією.

Міст відкрили в 2018 році під фанфари, включно з візитом самого Путіна, і він сильно укріплений системами протиракетної оборони та, імовірно, зграєю дельфінів-вбивць, щоб перехопити будь-яких людей-жаб, які намагаються встановити вибухові пристрої.

Україна не взяла на себе відповідальність за напад, але поспішно випустила

марку на честь вибуху.”

All things considered, the text under examination is a discourse from the mass media and seems to fall under the category of news reporting, particularly when it comes to events involving military operations between Russia and Ukraine. It offers comprehensive details on Russian missile and rocket assaults on multiple Ukrainian cities in response to charges levelled against Ukraine by Russian President Vladimir Putin. The type of discourse the text is part of is also determined by extralingual elements, such as social media posts and images of damaged buildings and injured individuals.

International ties, military operations, and political tensions between Russia and Ukraine are all included in the text. In addition, it quotes Russian President Vladimir Putin and features quotes from political luminaries including Volodymyr Zelenskyy, the president of Ukraine. The article also discusses geopolitical developments including Russia's annexation of Crimea and the strategic significance of the Kerch Strait Bridge.

The writing uses the formal and informative tone characteristic of a newspaper with the goal of providing accurate information to the audience. The primary function of the text is to inform readers about the latest attacks and their impact, not to mislead or advocate a particular point of view. The language used is direct and matter-of-fact, with recruiting techniques there is no intellectual or emotional appeal usually found in opinion pieces or editorials.

Structurally, the text follows a chronological order, beginning with a description of the attack and then providing additional information such as the targeted areas and the response of the Ukrainian authorities.

Regarding stylistic characteristics, the text predominantly relies on straightforward language without employing elaborate tropes or figures of speech. However, there are instances of metaphorical language, such as "dealing with terrorists" to describe the nature of the conflict, and "stay in shelters today" to emphasize the urgency of safety precautions. Moreover, the phrase "Ukraine was here before this enemy appeared, Ukraine will be here after him" employs a metaphorical

perspective on the longevity and resilience of Ukraine amidst conflict.

The text uses topical terms primarily related to military action, international relations, and politics. It includes real names like "Vladimir Putin," "Volodimir Zelensky," and words like "Shaheds," "Terrorists," "Energy Department," "Missile Shelter," "Special Military Operations," and "Kerch Strait Bridge" . While there are no particular examples of literary or linguistic hyperbole, the text accompanies an emotive language to convey the gravity of the situation, as seen in the phrase "humiliating defeat" and "hard mornings."

The translation into Ukrainian largely captures the essence of the original text, maintaining the factual reporting style and providing accurate information about the attacks. For example, the translation effectively translates specialized terms related to military actions and international relations, ensuring that the technical aspects of the text are preserved, such as "Іранські «Шахеди»" (Iranian 'Shaheds' [drones]). Moreover, the translation maintains the serious and urgent tone of the original, conveying the emotional weight of the situation ("The morning is difficult. We are dealing with terrorists." – "Ранок важкий. Ми маємо справу з терористами"). It especially effectively conveys the severity of the explosion and its impact on the bridge structure (Original: "A major blast destroyed part of the bridge..."; Translation: "Потужний вибух зруйнував частину мосту..."). Original: "Ukraine has not claimed responsibility for the attack, but has hastily released a stamp celebrating the blast." The translation maintains sensitivity to the cultural context by preserving the sentiment of resilience and national identity expressed in the original text ("Ukraine was here before this enemy appeared, Ukraine will be here after him." "Україна була до появи цього ворога, Україна буде після нього"). Finally, it conveys the irony of the situation, where Ukraine denies responsibility but commemorates the event in a seemingly contradictory manner ("Україна не взяла на себе відповідальність за напад, але поспішно випустила марку на честь вибуху"). Consequently, it should be noted that the translation maintains the formal and informative tone of the original text, ensuring that the intended message is effectively conveyed to Ukrainian readers. The example above shows how the translation reflects the essence, tone, context, peculiarities and

stylistic nuances of the original text.

Overall, the original text and its translation help inform readers about recent events related to military operations in Ukraine. They adhere to news conventions and present accurate information in a clear and consistent manner.

CHAPTER 2

ADAPTATION AND RENDERING OF MANIPULATIVE TECHNIQUES

In this chapter, we will conduct semantic analyzes of real survey items, focusing on different methodologies and definitions. The search items selected for analysis include politically relevant words, syntactic units in some literary texts, and unparalleled words in the language of banking. We will examine the use of different translation strategies and variables though effectively convey the meaning of the original text and the nuances of the target language. The analysis will be divided into subcategories based on the proposed translation methods and approaches, including lexical changes, syntactic changes and a combination of both.

Section 1: Lexical Transformations

Formal Lexical Transformations: Practical transcription, transliteration, and traditional reproduction are examples of formal lexical transformations that will be discussed in this subsection. In practical transcription, phonetic differences are taken into account when converting word sounds from one language to another. Transliteration is the process of changing one writing system's characters into another. Traditional reproduction refers to the direct translation of words without considering cultural or contextual differences.

Lexical and Semantic Transformations: Lexical and semantic modifications like modulation, differentiation, and generalisation will be looked at here. Generalization involves substituting words of narrower meaning with those of wider meaning, while differentiation substitutes words with parallel meanings or denoting similar species. Modulation is the logical extension of the idea conveyed by the word, frequently taking linguistic and cultural quirks into account.

Identification of Gender Markers: Gender markers will be identified in the text, and appropriate methods for interpreting them in translation will be discussed. This includes considering gender-specific language in the source text and finding appropriate equivalents or neutralizing gender-specific language in speech that in the targeted area.

Section 2: Grammatical/ Lexical and Grammatical Transformations

Transposition: This subsection will concentrate on transposition, which is the process of translating speech components out of order. We will examine instances where there are changes needed to preserve coherence and clarity due to differences in sentence structure between the source and destination languages.

Replacement, Addition, Omission: We will now examine grammatical changes such replacement, addition, and omission. Changing words or phrases in the target language with their equivalents is known as replacement. Whereas omission comprises eliminating extraneous or redundant materials, addition comprises adding elements to the translation in order to fill in any gaps or clarify meaning.

Total Reorganization, Compensation: Complete reorganisation is rearranging sentences or paragraphs in the translation to make it easier to read or better express the message that was intended. In order to make up for linguistic or cultural disparities found in the source text, additional features are introduced in the target text. This process is known as compensation.

Transformations of Idioms: In this subsection, we will examine metaphorical changes in translation, considering how cultural and linguistic nuances affect the translation of idiomatic content in the target language.

Section 3: More Examples of Transformations in the Translation of Manipulative Techniques

We will discuss all the types of transformations used to convey the intended sense of the original text effectively.

2.1 Lexical transformations in the translation of manipulative techniques

In the media, verbalization plays an important role in the strategies used to influence audience perceptions. This subsection will examine lexical transformations from English to Ukrainian models, focusing on their effects on the language of the media and on the strategies used. All examples are from The Times article “Chancellor to allocate £50b for potential losses in bank rescue” (Philip Webster, 2010).

The Ukrainian translation:

Канцлеру доведеться виділити 50 млрд фунтів стерлінгів на можливі збитки внаслідок фінансової допомоги банкам

За інформацією The Times, повністю або частково платники податків будуть володіти п'ятьма банками та інвестиційно-будівельними товариствами, оскільки Британія буде брати участь у загальній виборчій кампанії наступного року.

Алістер Дарлінг фактично виключив продаж будь-яких пакетів акцій уряду в установах, які були під контролем або під заставу з моменту початку кредитної кризи.

Канцлер, ймовірно, цього тижня вперше визнає, що уряд може не відшкодувати всі витрати на порятунок Northern Rock, Lloyds Banking Group, Royal Bank of Scotland, Bradford & Bingley та Dunfermline.

Джерела підтвердили, що містер Дарлінг винесе «розважливу норму» - близько 50 млрд євро – до показників свого державного боргу на випадок, якщо уряд не відшкодує повну вартість рекапіталізації банків та інші заходи. Але він наголосить, що сума, яку врешті-решт повернуть платники податків, буде значно вищою.

Міністр фінансів представить включення потенційної втрати як узгоджене з «обережними і реалістичними» прогнозами уряду щодо фінансів.

Він майже виключає будь-яку можливість продажу пакетів акцій до виборів. Джерело, близьке до містера Дарлінга, заявило, що на поточному «проблемному» ринку немає можливості продажу бізнесів.

Уряд має обов'язок перед платниками податків утримувати банки та інвестиційно-будівельні товариства доти, поки економіка не відновиться, щоб забезпечити найкращий можливий дохід з інвестицій, зроблених у рятування, додало джерело.

Фінансовий світ сумнівається у вчасності продажу урядом своїх пакетів акцій назад приватному сектору, і небагато аналітиків були достатньо відважними, щоб передбачити терміни такого розпорядження.

Алекс Поттер, банківський аналітик з Collins Stewart, інвестиційного банку, сказав: «Це може легко статися через два або три роки». Однак він додав, що фінансовий світ не розраховує на те, що уряд буде чекати, поки банки, такі як Royal Bank of Scotland, відновлять свої вразливі баланси, перед тим як продавати їхні акції приватним акціонерам.

Уряд контролює позичковий портфель Bradford & Bingley та Northern Rock і володіє 70,33% державою у Royal Bank of Scotland. Він також має 43% голосуючих прав у Lloyds Banking Group, але має загальний економічний інтерес, що становить 62%.

У США Goldman Sachs та JP Morgan Chase, банки Уолл-стріт, наголошували цього місяця, що хочуть якомога швидше повернути американських платників податків.

Some lexical transformations from the mass media article above:

Formal Lexical Transformations:

1. Practical Transcription:

- English: Chancellor
- Ukrainian: Канцлер
- **Analysis:** The word "Chancellor" is phonetically represented in the practical transcription from English to Ukrainian, but it is altered to fit the Ukrainian alphabet. This change guarantees that the term can be accurately spoken by the Ukrainian audience.

2. Transliteration:

- English: Collins Stewart
- Ukrainian: Коллінз Стюарт
- **Analysis:** Like the previous example, the translation presents the English word "Collins Stewart" in Ukrainian characters, allowing Ukrainian readers to guess the exact pronunciation.

3. Transliteration:

- English: Goldman Sachs

- Ukrainian: Голдман Сакс
- **Analysis:** Transliteration is employed again to convert the English name "Goldman Sachs" into Ukrainian characters. This ensures that Ukrainian readers can recognize the well-known financial institution.

4. Transliteration:

- English: Alex Potter
- Ukrainian: Алекс Поттер

5. Loan Translation:

- English: loan book
- Ukrainian: позичковий портфель
- **Analysis:** The translation of "loan book" into Ukrainian is "позичковий портфель," and it means the same thing. The loan translation is implemented, as it guarantees that readers in Ukraine will understand the financial idea.

Lexical and Semantic Transformations:

1. Generalization:

- English: banks and building societies
- Ukrainian: банки та інвестиційно-будівельні товариства
- **Analysis:** This translation is employed here because the generalisation from the English phrase "banks and building societies" to the Ukrainian phrase "банки та інвестиційно-будівельні товариства" covers a wider range of financial organisations. This guarantees that the entities involved are clear to Ukrainian readers.

2. Differentiation:

- English: potential loss figure
- Ukrainian: потенційна втрата
- **Analysis:** This time, the transformation is used since the Ukrainian translation's differentiation reduces the word "potential loss figure" to "потенційна втрата," making the idea more understandable for Ukrainian readers without compromising meaning.

3. Modulation:

- English: insert a "prudent provision"
- Ukrainian: внесе «розважливу норму»
- **Analysis:** The modulation in the translation changes the phrase "prudent provision" to "розважливу норму," emphasizing the cautious approach of the action. This modulation adds nuance to the Ukrainian rendition, that is why it is used here.

4. Generalization:

- "The taxpayer" - "Платник податків"

Analysis: The term "the taxpayer" is generalized in the Ukrainian translation as "Платник податків." From a translator's perspective, this transformation broadens the scope from specific individuals to a more inclusive category of taxpayers. By using the term "платник податків," the translation encompasses all individuals or entities who contribute to taxation, reflecting a collective responsibility rather than singling out specific individuals.

5. Concretization:

- "the institutions taken over or bailed out since the onset of the credit crunch" - "установах, захоплених або виручених з початку кредитної кризи"
- "on bank bailouts"
- "внаслідок фінансової допомоги банкам"

Analysis: In the Ukrainian version, the line "установах, захоплених або виручених з початку кредитної кризи/ внаслідок фінансової допомоги банкам" is used to clarify on the sorts of institutions affected. This statement gives particular information about the steps taken in relation to these institutions, implying that in reaction to the credit crunch, they were either taken over or bailed out. This transformation is employed in this instance because it makes the context and scope of government involvement in financial institutions more clear.

Modulation:

- "The Chancellor is likely to concede this week" - "Цього тижня канцлер, ймовірно, вперше визнає"

Analysis: The modulation in the Ukrainian translation strengthens the expression of probability and anticipation compared to the original English text. By stating "Цього тижня канцлер, ймовірно, вперше визнає," the translation suggests a higher degree of certainty regarding the Chancellor's action. This modulation intensifies the anticipation of the Chancellor's acknowledgment, potentially influencing the reader's perception of the situation.

6. Differentiation:

- "Government`s stakes" - "державні пакети акцій"

Analysis: The Ukrainian version provides a more precise definition of the term "government shareholding" by using "державні пакети акцій." This term clearly indicates that the government holds shares or shares in said companies in the case of the. The definition, which distinguishes between general ownership and specific ownership, clarifies the government's financial interest in these entities.

7. Concretization:

- "bank recapitalization and other moves" - "рекапіталізації самого банку та інші кроки"

Analysis: The activities conducted are specified by the Ukrainian translation's concretization, which makes reference to "рекапіталізація банку та інші кроки." This translation specifically names "bank recapitalization" as one of the activities, rather than referring to it as "other moves," which would have been more generic. In this instance, the transformation improves the reader's comprehension of the circumstances by making clear the precise actions taken by the government in reaction to the financial crisis.

8. Logical Development:

- "the sum to be recovered eventually by the taxpayer when the stakes are returned to the private sector will be far higher than that" - "сума, яку врешті-решт має повернути платник податків, коли частки будуть повернуті приватному сектору, буде набагато вищою за цю"

Analysis: The Ukrainian translation's logical flow offers a coherent line of reasoning on what the taxpayers might anticipate. In the translation, "сума, яку

врешті-решт має повернути платник податків" highlights the taxpayers' ultimate obligation to reclaim the amount. Furthermore, with the reference to "коли частки будуть повернуті приватному сектору," the translation rationally links the private sector's return of stakes with the projected rise in the recovered amount. This sentence uses a logical development since it supports the text's argument and leads the reader through the anticipated result.

Identification of Gender Markers:

- English: Alistair Darling
- Ukrainian: Алістер Дарлінг
- **Analysis:** The identification of gender markers ensures accurate representation of the individuals' names in the translation, maintaining coherence and fidelity to the original text.

Conveying Manipulative Techniques:

The English text uses particular manipulative strategies, like stressing the need for prudence and portraying the government's actions as smart, to sway the reader's opinion about the financial situation. These strategies are also evident in the translation, as the underlying meaning is reinforced by vocabulary selections and semantic modifications.

For example, the translation of "prudent provision" as "розважливу норму" in Ukrainian conveys a sense of rigorous planning and accountability for the financial decisions made by the government. Likewise, the oversimplification of phrases such as "banks and building societies" expands the range of organisations implicated and may present government action as all-encompassing and essential to maintain economic stability.

Overall, the translation not only preserves the manipulative techniques employed in the original text but also adapts them to resonate with Ukrainian readers, thereby maintaining the persuasive impact of the message.

2.2 Grammatical/ lexical and grammatical transformations in the translation of manipulative techniques

Examples of grammatical changes from English to Ukrainian will be examined in this subsection, with particular attention paid to how these changes affect media discourse and the application of deceptive tactics. The Times story "Chancellor has to set aside £50b for possible loss on bank bailouts" (Philip Webster, 2010) is the source of all the examples. The preceding section (2.1) contains the translation.

Some grammatical transformations:

1. Transposition

- **English:** "The taxpayer" (original)

- **Ukrainian:** "платники податків" (translated).

- **Analysis:** Transposition is the process of rearranging the words in a sentence in a different sequence. The translation in this instance employs this transformation to change the original phrase "the taxpayer" to "платники податків," keeping the same meaning but employing a different Ukrainian word order and structure.

- **English:** "The taxpayer will wholly or partly own five banks..." (original)

- **Ukrainian:** "повністю або частково платники податків будуть володіти п'ятьма банками..." (translated).

- **Analysis:** The words are rearranged in this transpositional transformation to conform to the target language's grammatical structure. To preserve grammatical accuracy in Ukrainian, the original sentence "The taxpayer will wholly or partly own five banks" is rearranged to "повністю або частково платники податків будуть володіти п'ятьма банками" in the translation.

- **English:** "the sum to be recovered eventually by the taxpayer..." (original)

- **Ukrainian:** "сума, яку врешті-решт повернуть платники податків..." (translated).

- **Analysis:** This involves rearranging the order of words or phrases in the translation

to match the syntactic structure of the target language. In the original text, "the sum to be recovered eventually by the taxpayer" is transposed to "сума, яку врешті-решт повернуть платники податків" in the translation for grammatical coherence in Ukrainian. This is the reason the translators employ this transformation here.

2. Addition

- **English:** "Alistair Darling has virtually ruled out selling off any of the Government's stakes" (original)

- **Ukrainian:** "Алістер Дарлінг фактично виключив продаж будь-яких пакетів акцій уряду" (translated).

- **Analysis:** Addition involves introducing new elements or words into the sentence. In this translation, additional words such as "фактично" (virtually) and "будь-яких" (any) are included to convey the meaning more explicitly in Ukrainian, providing clarity and emphasis.

- **English:** "by The Times" (original)

- **Ukrainian:** "за інформацією The Times" (translated).

- **Analysis:** In this instance, the transformation "The Times" -> "За інформацією The Times" involves the addition of contextual information in the translation. Specifically, "The Times" is a newspaper name, and in the translation, it is preceded by "За інформацією," which means "according to the information of" or "as reported by." This addition provides clarity and attribution, indicating that the information presented in the text originated from The Times newspaper. Therefore, this transformation is an example of addition.

3. Omission

- **English:** "Sources have confirmed that Mr Darling will insert a 'prudent provision' - believed to be about €50 billion - in his public sector debt figures" (original)

- **Ukrainian:** "Джерела підтвердили, що містер Дарлінг внесе 'розважливу норму' - близько 50 млрд євро - до показників свого державного боргу" (translated)"

- **Analysis:** Omission is the act of removing some parts from the original text. This

change is applied in the Ukrainian version, which removes the term "believed to be" in order to simplify the sentence and make it more brief without losing the main idea of Mr. Darling adding a provision.

4. Replacement

- **English:** "The Chancellor is likely to concede this week" (original)

- **Ukrainian:** "Канцлер, ймовірно, цього тижня вперше визнає" (translated).

- **Analysis:** Replacement involves substituting one word or phrase with another. In this case, "concede" is replaced with "визнає" (acknowledge) in the translation, which captures the essence of the Chancellor's action while using a more appropriate word in Ukrainian.

- **English:** "few analysts have been brave enough to forecast..." (original)

- **Ukrainian:** "небагато аналітиків були достатньо відважними, щоб передбачити..." (translated).

- **Analysis:** This involves replacing words or phrases with their equivalents in the target language. In the original text, "few analysts have been brave enough to forecast" is replaced with "небагато аналітиків були достатньо відважними, щоб передбачити" in the translation, maintaining the same meaning while adapting to the linguistic nuances of Ukrainian.

These grammatical transformations and their translations demonstrate how the original text is adapted to convey the same meaning effectively in Ukrainian while adhering to the language's grammatical rules and conventions.

Some lexical and grammatical transformations:

1. Compensation:

- **English:** "potential loss figure"

- **Ukrainian:** "потенційної втрати"

- **Analysis:** The term "potential loss figure" is compensated with "потенційної втрати" in the translation to ensure clarity and convey the same idea effectively in Ukrainian.

2. Transformation of Idioms:

- **English:** "taken over or bailed out"
- **Ukrainian:** "захоплених або виручених"
- **Analysis:** To preserve idiomatic consistency in the translation, the English idiomatic phrase "taken over or bailed out" is translated into the comparable Ukrainian expression "захоплених або виручених".

Conveying Manipulative Techniques:

In summary, the text's alterations communicate manipulative strategies in a number of ways. First, through the use of lexical modifications like substantiation and modulation, the text highlights some parts of the message while underplaying others. Phrases such as "virtually ruled out" or "close to ruling out," for instance, provide the impression that the conclusion is almost certain, which discourages criticism or other points of view. Second, the impact of unfavourable information or deeds can be mitigated by some lexical changes, such as loan translation or practical transcribing. For example, characterising a large financial loss as a "prudent provision" in the original language obscures how serious the situation is, which could influence the reader's understanding of the problem. Thirdly, through lexical transformations like generalization, the text may present information in broad terms, leaving room for interpretation or manipulation of meaning. For instance, referring to "the taxpayer (платник податків)" in a general sense obscures the specific individuals or groups affected by the government's financial decisions, potentially minimizing public scrutiny or opposition. Finally, grammatical transformations such as omission or replacement can be used to selectively present information or distort reality. By omitting details or replacing specific terms with more favorable alternatives, the text may steer the reader's perception in a particular direction, aligning with the author's agenda or bias.

Overall, these changes reveal manipulative strategies in the text by helping to shape the narrative, affect reader perception, and further the author's goals.

2.3 More examples of transformations in the translation of manipulative techniques

We will go more into the complex field of linguistic analysis and examine the various ways that language is used to manage, persuade, and influence in this upcoming chapter. By looking at a different passage, "Night owls can become early birds," Here's how" by Isobel Whitcomb (Whitcomb, 2021), we seek to dissect the complex techniques writers use to influence reader perception and mould debate. We will analyse every component to see how it contributes to the communication of complex rhetorical and semantic nuances, ranging from lexical changes like practical transcription and loan translation to grammatical changes like transposition and omission. Furthermore, we will examine how semantic transformations—such as differentiation and generalization—work to either widen or reduce the scope of information by carefully crafting narratives to suit particular goals. Examining these language strategies helps us understand the complex relationship between language and persuasion, illuminating the processes that underlie both covert manipulation and effective communication. We aim to deepen our grasp of these ideas by analysing more cases, revealing the intricacy and artistry involved in language manipulation.

The original text:

“Ah, Fall: slanting golden light, crisp mornings, and hitting the snooze button 15 times. 8:00 a.m. classes and 9:00 a.m. meetings were built with morning people in mind. This time of year, with the return of school and the swift end to long summer days can be particularly painful for night owls. So is it possible to switch teams and become a morning person?

Some research suggests that even the most stubborn night owl can indeed shift their natural sleep patterns. But that comes at a cost: Human sleep and wake cycles are deeply ingrained within our biology and they often don't match completely with the Earth's daily 24-hour spin around the sun. Throw modern society into the mix and that only heightens our natural biological tendencies. But if you are truly determined, there is evidence to suggest you can mold yourself into a morning person.

The first thing we need to realize is that in each of us, a clock ticks away. There's a bundle of neurons buried deep inside the brain which regulates our day's biological rhythms, including our metabolism, when we're sleepy, and when it's time to eat, says Gideon Dunster, sleep researcher at the National Institutes of Mental Health. "We call it the master clock," Dunster says. But the master clock doesn't always match perfectly with a typical 24 hour day. In fact, on average, it takes about 24.2 hours for people to complete this cycle, says Cathy Goldstein, a sleep neurologist at the University of Michigan Health. And of course, everyone's clock is slightly different—some folks' master clocks might even take less than 24 hours to complete each cycle.

This system doesn't work on its own. Other factors, including environmental ones, seem to play a role. Light is the most important, and well-understood, of these cues, effectively delaying or advancing people's master-clocks. "Light in the morning moves our central clock earlier, so we become more of a morning lark who can wake up earlier," Goldstein says, "light in the evening is going to push someone's internal clock later." That way, people with slow clocks aren't endlessly going to bed later and later, and vice versa for those with fast clocks. A range of other cues also affect our master clocks, including when we eat and exercise, and the medication we take, Dunster says.

Everyone's clocks sync slightly differently to environmental cues—some people's internal clocks might be more or less sensitive to the effects of light, for instance. Together, these two factors—the speed of your master clock and how responsive it is to environmental signals—determine whether you're an early bird or night owl, a distinction otherwise known as your chronotype" (Whitcomb, 2021).

The translation:

Ох, осінь: прокидання світла золотого, свіжі ранки і 15 разів натискання кнопки "спати ще". Лекції о 8:00 та зустрічі о 9:00 створені з урахуванням ранніх пташок. Цей час року, з поверненням до школи та швидким кінцем тривалих літніх днів, може бути особливо болісним для нічних сов. Тож, чи можливо змінити команду і стати людиною-ранньою пташкою?

Деякі дослідження свідчать, що навіть найвпертіша “нічна сова” дійсно може змінити свої природні сонні ритми. Але це вимагає жертв: людські цикли сну і бодрості глибоко вкорінені в нашій біології і вони часто не повністю збігаються з щоденним 24-годинним обертанням Землі навколо сонця. Додайте сюди сучасне суспільство і це лише посилює наші природні біологічні схильності. Але якщо ви дійсно вперті, є докази, що ви можете перетворитися на ранню пташку.

Перше, що ми повинні зрозуміти, це те, що в кожному з нас тикає годинник. Є пучок нейронів, глибоко захований всередині мозку, який регулює наші біологічні ритми протягом дня, включаючи наш метаболізм, коли ми сонні, і коли прийшов час їсти, говорить Гідеон Данстер, дослідник сну в Національних інститутах психічного здоров'я. "Ми називаємо це головним годинником," каже Данстер. Але головний годинник не завжди ідеально збігається зі звичайним 24-годинним днем. Насправді, в середньому, людям потрібно близько 24.2 годин, щоб завершити цей цикл, каже Кеті Голдштейн, невролог-сомнолог в Університеті штату Мічиган. І, звичайно, годинник кожного з нас трохи відрізняється - головні годинники деяких людей можуть потребувати менше ніж 24 години на завершення кожного циклу.

Ця система не працює сама по собі. Інші фактори, включаючи навколишнє середовище, здається, відіграють роль. Світло є найважливішим і найкраще вивченим з цих чинників, які ефективно відкладають або прискорюють головні годинники людей. "Світло вранці переміщує наш центральний годинник раніше, тому ми стаємо більше ранньою ластівкою, яка може прокинутися раніше," каже Голдштейн, "світло ввечері змушує внутрішній годинник людини йти пізніше." Таким чином, люди з повільними годинниками не ходять спати все пізніше і пізніше, і навпаки для тих, у кого швидкі годинники. Ряд інших сигналів також впливають на наші головні годинники, включаючи час, коли ми їмо і займаємося фізичною активністю, і приймаємо ліки, каже Данстер.

Біологічні годинники кожного з нас синхронізуються трохи по-різному з навколишніми сигналами - годинники деяких людей можуть бути більш чи менш

чутливими до впливу світла, наприклад. Разом, ці два фактори - швидкість вашого головного годинника і наскільки він чутливий до зовнішніх сигналів - визначають, чи є ви ранньою пташкою чи нічною совою, розрізнення, відоме як ваш хронотип.

Transformations from the text "Night owls can become early birds," Here's how" by Isobel Whitcomb (Whitcomb, 2021):

- This time of year, with **the return of school and the swift end to long summer days can be particularly painful for night owls.**

Цей час року, з поверненням до школи та швидким кінцем тривалих літніх днів, може бути болісним особливо для нічних сов.

(Transposition, Addition)

The act of transposition entails rearranging the sentence's word order. In this instance, "особливо" before "для нічних сов" serves to emphasize the particular challenge faced by night owls during this time of year. Also "до школи" is added to the translation after "з поверненням" in order to offer further context that is unique to the Ukrainian cultural experience. It highlights the importance of going back to school at this time of year, which could add to the difficulties night owls encounter. For Ukrainian readers, this addition improves the translated sentence's readability and relevancy.

- **8:00 a.m. classes and 9:00 a.m. meetings were built with morning people in mind.**

Лекції о 8:00 та зустрічі о 9:00 створені з урахуванням ранніх пташок.

(Generalisation, Transposition)

Here, generalisation is transformed to ensure inclusion and cultural relevance by broadening the meaning of the term "morning people" in the original English line to "ранні пташки" in Ukrainian. Concurrently, transposition modifies the sequence of "classes" and "meetings" to "лекції" and "зустрічі," as well as "were built... in mind," respectively, in Ukrainian, maintaining readability and consistency in the translated material while respecting Ukrainian grammar.

- **Ah, Fall: slanting golden light, crisp mornings**, and hitting the snooze button 15 times.

Ох, осінь: прокидання світла золотого, свіжі ранки і 15 разів натискання кнопки "спати ще".

(Modulation, Addition)

Here, the interjection "Ah, Fall" is translated into "Ох, осінь" in Ukrainian using modulation in order to maintain the emotional tone while adjusting to the target language. Furthermore, the addition transformation adds the information of "15 разів натискання кнопки 'спати ще'", which enriches the translated text by expanding the description with a vivid image of the repeating action of pushing the snooze button.

- So is it **possible to switch teams and become a morning person?**

Тож, чи можливо змінити команду і стати людиною-ранньою пташкою?

(Transposition)

Here, the sentence structure is modified to fit the target language while maintaining the same meaning through the application of transposition transformation. To effectively describe the same notion in Ukrainian, the English term "switch teams" is transformed to "змінити команду," retaining the metaphorical sense despite the changed language. This guarantees the translated text's cohesion and clarity.

- **But that comes at a cost: Human sleep and wake cycles are deeply ingrained within our biology and they often don't match completely with the Earth's daily 24-hour spin around the sun.**

Але це вимагає витрат: людські цикли сну і бодрості глибоко вкорінені в нашій біології і вони часто не повністю збігаються з щоденним 24-годинним обертанням Землі навколо сонця.

(Transposition, Modulation, Replacement)

In this case, the sentence structure is modified while the meaning is retained by the application of transformation of transposition. Transposing "comes at a cost" from English to "вимагає витрат," the Ukrainian version maintains cohesion and clarity. Furthermore, modulation is used to represent the same notion in multiple words, which improves the concept's expression in Ukrainian. Modified to "глибоко вкорінені в

нашій біології," the phrase "deeply ingrained within our biology" effectively captures the substance of the original text while utilising language that is relatable to Ukrainian speakers. Ultimately, replacement is employed to convert "spin around the sun" into "обертанням Землі навколо сонця," guaranteeing precision and cultural significance in the target language.

- Some research suggests that even **the most stubborn night owl can indeed shift their natural sleep patterns.**

Деякі дослідження свідчать, що навіть **найвпертіша "нічна сова" дійсно може змінити свої природні сонні ритми.**

(Transposition, Modulation)

Here, transposition is employed to ensure that the sentence's syntactic structure complies with readability and Ukrainian grammatical standards. The translation "even the most stubborn night owl" is changed to "навіть найвпертіша 'нічна сова'," preserving the translation's cohesion and clarity. Furthermore, the identical topic is expressed in Ukrainian using more idiomatic and culturally appropriate language by utilising modulation. The word "suggests that" is modified to "свідчать," keeping it more in line with everyday usage in Ukrainian speech. When combined, these modifications help the original concept be communicated clearly in the target language.

- **Throw modern society into the mix and that only heightens our natural biological tendencies.**

Додайте сюди сучасне суспільство і це лише посилює наші природні біологічні схильності.

(Transposition, Modulation, Replacement)

Here, word order and syntactic structure are changed via transposition to conform to Ukrainian grammatical norms. Translation: "Throw modern society into the mix" becomes "Додайте сюди сучасне суспільство," maintaining coherence and clarity. Furthermore, the term "only heightens" is substituted with "це лише посиляє" through modulation, which conveys the same concept in a more idiomatic and culturally suitable way. Additionally, replacement is employed to render "our natural biological tendencies" as "наші природні біологічні схильності," preserving precision even in

the utilisation of terminology more frequently encountered in Ukrainian conversation. When combined, these modifications guarantee that the original concept is communicated successfully in the target language.

- **This system doesn't work on its own.**

Ця система не працює сама по собі.

(Word for word reproduction)

In this instance, word-for-word reproduction is employed to maintain fidelity to the original text while translating into Ukrainian. The phrase "This system doesn't work on its own" is directly reproduced as "Ця система не працює сама по собі," preserving the exact wording and structure of the source text.

- But if you are truly determined, there is evidence to suggest **you can mold yourself into a morning person.**

Але якщо ви дійсно впевнені, є докази, що **ви можете перетворитися на ранню пташку.**

(Transposition, Modulation, Replacement)

This time, the original English text is translated into Ukrainian while retaining its meaning and tone through the use of transposition, modulation, and replacement. The word order and structure are changed through transposition to conform to Ukrainian syntax. In order to guarantee cultural relevance and clarity in Ukrainian, modulation modifies the expression somewhat. "Mould yourself into" can be replaced with "перетворитися на" in replacement to successfully convey the sense of change in the target language. When combined, these adjustments make it easier to convey the intended information in Ukrainian accurately and fluently while taking the audience's linguistic and cultural quirks into consideration.

- **Other factors, including environmental ones, seem to play a role.**

Інші фактори, включаючи навколишнє середовище, здається, відіграють роль.

(Word for word reproduction)

In this case, translating into Ukrainian while being accurate to the source material requires word-for-word replication.

- Light is the most important, and well-understood, of these **cues**.

Світло є найважливішим і найкраще вивченим з цих **чинників**.

(Modulation: "cues" was translated to "чинники", which is a broader term)

- ...so we become more of a **morning lark** who can wake up earlier...

...тому ми стаємо більше **ранньою ластівкою**, яка може прокинутися раніше...

(Loan translation: The idiomatic expression "morning lark" is translated to its equivalent in Ukrainian, "рання ластівка")

- **That way, people with slow clocks aren't endlessly going to bed later and later, and vice versa for those with fast clocks.**

Таким чином, люди з повільними годинниками не ходять спати все пізніше і пізніше, і навпаки для тих, у кого швидкі годинники.

(Word for word reproduction)

- ...**light in the evening is going to push someone's internal clock later.**

...світло ввечері змушує внутрішній годинник людини йти пізніше.

(Word for word reproduction)

- these two factors—the speed of your master clock and how responsive it is to environmental signals—determine whether you're **an early bird or night owl**, a distinction otherwise known as your chronotype.

...ці два фактори - швидкість вашого головного годинника і наскільки він чутливий до зовнішніх сигналів - визначають, чи є ви **ранньою пташкою чи нічною совою**, розрізнення, відоме як ваш хронотип.

(Lexical and semantic - generalisation: The idiomatic expressions "early bird" and "night owl" were translated to their equivalent in Ukrainian, "рання пташка" and "нічна сова")

- when we eat and exercise, and the medication we take, Dunster **says**.

...час, коли ми їмо і займаємося фізичною активністю, і приймаємо ліки, **каже** Данстер.

(Transposition: The verb "says" is translated as "казати" which is moved to the end of the sentence to maintain the Ukrainian sentence structure)

- **Gideon Dunster**

Гідеон Данстер

(Transliteration)

- **Night owl**

Нічна сова

(Loan translation)

- **"Human sleep and wake cycles"**

"людські цикли сну і бодрості"

(Compensation, reorganization; the Ukrainian translation compensates for the lack of a specific word for "wake" by using the broader term "бодрість" (wakefulness) to convey the overall meaning effectively).

- **"master clock"**

"ГОЛОВНИЙ ГОДИННИК"

(Loan translation)

- **"switch teams"**

"змінити команду"

(Transformation of Idioms; the English idiom "switch teams" is transformed into a literal expression in Ukrainian as "змінити команду," maintaining the metaphorical sense while using different wording to convey the same idea).

- **"But that comes at a cost"**

"Але це вимагає жертв"

(Modulation, translation of idioms)

In this case, idiom translation and modulation are used. In Ukrainian, modulation modifies the expression to transmit the same meaning in a way that is appropriate for the culture. The expression "comes at a cost" is rendered idiomatically as "вимагає жертв," guaranteeing a clear communication of the meaning while taking into consideration the linguistic and cultural distinctions between English and Ukrainian. These translations improve the sentence's readability and clarity in the target language.

- "to suggest you **can mold yourself into** a morning person"
- " ви можете **перетворитися** на ранню пташку"

(Modulation)

Here, modulation is the transformation that is applied. In Ukrainian, modulation modifies the expression to transmit the same meaning in a way that is appropriate for the culture. By modulating the English phrase "to suggest you can mould yourself into a morning person" to "ви можете перетворитися на ранню пташку," the message is effectively conveyed while taking into account the language and cultural distinctions between English and Ukrainian. This conversion aids in keeping the original text's intended meaning while modifying it for the target language.

All things considered, these examples not only highlight the technical facets of translation but also highlight the ways in which language may be employed as a weapon of manipulation and persuasion. The text itself frequently contains manipulative strategies that affect how the reader perceives and reacts. Words like "swift end to long summer days can be particularly painful for night owls" in the original text, which refer to "night owls" as a specific audience, quietly encourage empathy by drawing attention to their common experience of seasonal shifts. Similar to this, the use of rhetorical questions, like "So is it possible to switch teams and become a morning person?" frames the subject as a personal struggle with potential answers, encouraging readers to think about the viability of changing their sleep habits.

These deceptive strategies are modified in the translation while maintaining the original text's persuasive goal in order to appeal to Ukrainian readers. An example of a comparable rhetorical strategy is seen in the sentence "змінити команду і стати людиною-ранньою пташкою?" It invites readers to consider the option of altering their behaviour ("changing teams") to coincide with the desired goal ("becoming a morning person"). Furthermore, the use of expressive language, as "може бути особливо болісним для нічних сов" (which can be especially hurtful for night owls), appeals to readers' feelings by portraying the subject as a problem that they can relate to on a personal level.

Additionally, deliberate lexical and grammatical changes are used to increase the text's persuasive power. The translator makes sure the message stays compelling while adjusting to language and cultural differences by choosing idiomatic expressions that are appropriate for the target audience and by changing the tone and register. These

changes not only make communication easier, but they also make the text more persuasive overall because they more fully connect with the values, experiences, and beliefs of the readers.

In summary, manipulative techniques are woven into both the original text and its translation, shaping the reader's perception and response through carefully crafted language and rhetorical devices. By understanding and adapting these techniques during the translation process, translators can ensure that the persuasive intent of the text is preserved while effectively engaging with the target audience.

Conclusion

The text's complex process of translation and persuasion is made clear through the examination of lexical and grammatical changes as well as manipulative strategies. Lexical changes were used to assure accuracy and cultural relevance in the Ukrainian translation through practical transcription, transliteration, traditional reproduction, and loan translation. Grammatical changes including transposition, substitution, addition, and removal were used to modify the original text's syntax and structure without sacrificing readability or coherence. In order to effectively engage and persuade the reader, manipulative techniques such as rhetorical devices and emotive language were also carefully deployed.

In conclusion, the distribution and frequency of grammatical and lexical changes along with the use of manipulative strategies show how language, culture, and persuasion interact intricately during the translation process. Translators can effectively communicate the intended meaning and impact of the source text while engaging the target audience in a captivating and persuasive way by mastering and utilising these approaches. The research offers insightful information on how translation is dynamic and influences discourse and communication.

Transformation Type	Frequency (%)
Transcription	1 (2%)
Transliteration	4 (8%)
Loan Translation	4 (8%)

Transformation Type	Frequency (%)
Generalization	4 (8%)
Differentiation	2 (4%)
Modulation	9 (18%)
Concretization	3 (6%)
Logical Development	1 (2%)
Identification of Gender Markers	1 (2%)
Transposition	10 (20%)
Addition	4 (8%)
Omission	1 (2%)
Replacement	4 (8%)
Compensation	2 (4%)
Translation of Idioms	3 (6%)
Word for Word Reproduction	4 (8%)
Reorganization	1 (2%)

The distribution of transformations in this study shows how common certain translation procedures are. Text adaptation to the target language heavily relies on lexical and semantic changes. The most common transformation type is modulation (18%), which shows that the translator placed a strong focus on changing expressions and subtleties of the language to better connect with the Ukrainian audience. The percentages of transliteration (8%) and loan translation (8%), which also make important contributions, emphasise how crucial it is to effectively translate foreign phrases while maintaining cultural relevance and clarity.

Grammatical transformations, particularly transposition (20%), are prevalent in the analyzed material. Transposition accounts for the highest frequency, suggesting the translator's focus on adjusting the syntax and structure of the original text to align with Ukrainian grammatical conventions. Additionally, the inclusion of translation of

idioms (6%) indicates the translator's effort to convey cultural nuances and idiomatic expressions effectively in the target language. Manipulative techniques, including modulation and translation of idioms, were employed to enhance persuasion and engagement in the translation.

To achieve correctness, clarity, and cultural relevance in the target language, translation processes must incorporate both lexical and grammatical modifications. The most common transformation types—transposition and modulation—indicate the translator's methodical approach to language adaptation. The allocation of transformation types is indicative of the translator's all-encompassing approach to proficiently communicate the intended significance and influence of the source material in Ukrainian.

CONCLUSIONS

The study conducted a thorough examination of the lexical, semantic, and grammatical changes made during the English to Ukrainian translation process. Important insights into the intricate structure of text translation and adaptation have been obtained by examining a variety of transformation kinds, including transcription, transliteration, loan translation, modulation, transposition, addition, and others.

The results emphasised how prevalent manipulative strategies are in media discourse and how much of an impact they have on how audiences respond and understand information. Translators successfully engaged readers and reinforced important themes within the translated content by strategically using rhetorical devices including hyperbole, repetition, and loaded language. It has also been discovered that emotive language—which is defined by appeals to feeling and emotion—is essential for evoking particular reactions from the audience and winning them over to your point of view or empathy.

The results of the analysis highlight how crucial lexical and semantic modifications are to preserving the clarity, correctness, and cultural relevance of the target language. Modulation is a common transformation type that demonstrates the translator's concentration on changing language nuances and expressions to effectively communicate with the Ukrainian audience. Transliteration and loan translation were also prevalent, emphasising how important it is to represent foreign terms accurately while maintaining cultural authenticity.

The most frequent grammatical modification found was transposition, which suggests the translator made a conscious attempt to alter syntax and structure to comply with Ukrainian grammar norms. Additionally helpful in effectively conveying cultural nuances and colloquial words were idiomatic translations.

Overall, the study sheds light on the intricate process of translation and persuasion within the text, emphasizing the dynamic interplay between language, culture, and persuasion. It provides valuable insights into the distribution and prevalence of various transformation types, offering a comprehensive understanding of the translation process from English to Ukrainian.

There are many opportunities for more study in this field in the future. Subsequent research endeavours may delve into the influence of particular transformation categories on the overall efficacy and persuasiveness of translated manuscripts. Furthermore, investigating the use of cutting-edge technologies like natural language processing and machine translation to streamline the translation process may present novel directions for translation research. Lastly, there is a chance for additional study to investigate the moral ramifications of deceptive methods in media discourse and translation. Examining how language manipulation affects audience autonomy, critical thinking, and decision-making could shed light on the morality of persuasion in translated works.

Considering everything, the study contributes to the knowledge base in translation studies, and provides a comprehensive analysis of lexical, semantic and linguistic changes in translation from English to Ukrainian. It opens avenues for future research and highlights the importance of considering language, culture and motivational factors in the translation process in order to communicate effectively with different audiences.

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ANNEX

	English	Ukrainian
1	Chancellor has to set aside £50b for possible loss on bank bailouts	Канцлеру доведеться виділити 50 млрд фунтів стерлінгів на можливі збитки внаслідок фінансової допомоги банкам
2	Alex Potter, a banking analyst at Collins Stewart, the investment bank said: "It could quite easily be two or three years down the line".	Алекс Поттер, банківський аналітик з Collins Stewart, інвестиційного банку, сказав: «Це може легко статися через два або три роки».
3	Ah, Fall: slanting golden light, crisp mornings, and hitting the snooze button 15 times.	Ох, осінь: прокидання світла золотого, свіжі ранки і 15 разів натискання кнопки "спати ще".
4	This time of year, with the return of school and the swift end to long summer days can be particularly painful for night owls.	Цей час року, з поверненням до школи та швидким кінцем тривалих літніх днів, може бути особливо болісним для нічних сов.
5	8:00 a.m. classes and 9:00 a.m. meetings were built with morning people in mind.	Лекції о 8:00 та зустрічі о 9:00 створені з урахуванням ранніх пташок.
6	So is it possible to switch teams and become a morning person?	Тож, чи можливо змінити команду і стати людиною-ранньою пташкою?
7	But that comes at a cost: Human sleep and wake cycles are deeply ingrained within our biology and they often don't match completely with the Earth's daily 24-hour spin around the sun.	Але це вимагає жертв: людські цикли сну і бодрості глибоко вкорінені в нашій біології і вони часто не повністю збігаються з щоденним 24-годинним обертанням Землі навколо сонця.

	English	Ukrainian
8	Some research suggests that even the most stubborn night owl can indeed shift their natural sleep patterns.	Деякі дослідження свідчать, що навіть найвпертіша “нічна сова” дійсно може змінити свої природні сонні ритми.
9	Throw modern society into the mix and that only heightens our natural biological tendencies.	Додайте сюди сучасне суспільство і це лише посилює наші природні біологічні схильності.
10	This system doesn't work on its own.	Ця система не працює сама по собі.
11	But if you are truly determined, there is evidence to suggest you can mold yourself into a morning person.	Але якщо ви дійсно вперті, є докази, що ви можете перетворитися на ранню пташку.
12	Other factors, including environmental ones, seem to play a role.	Інші фактори, включаючи навколишнє середовище, здається, відіграють роль.
13	Light is the most important, and well-understood, of these cues, effectively delaying or advancing people's master-clocks.	Світло є найважливішим і найкраще вивченим з цих чинників, які ефективно відкладають або прискорюють головні годинники людей.
14	“Light in the morning moves our central clock earlier, so we become more of a morning lark who can wake up earlier,” Goldstein says, “light in the evening is going to push someone's internal clock later.”	"Світло вранці переміщує наш центральний годинник раніше, тому ми стаємо більше ранньою ластівкою, яка може прокинутися раніше," каже Голдштейн, "світло ввечері змушує внутрішній годинник людини йти пізніше.
15	That way, people with slow clocks aren't endlessly going to bed later and later, and vice versa for those with fast	Таким чином, люди з повільними годинниками не ходять спати все пізніше і пізніше, і навпаки для тих, у кого

	English	Ukrainian
	clocks.	швидкі годинники.
16	Together, these two factors—the speed of your master clock and how responsive it is to environmental signals—determine whether you’re an early bird or night owl, a distinction otherwise known as your chronotype.	Разом, ці два фактори - швидкість вашого головного годинника і наскільки він чутливий до зовнішніх сигналів - визначають, чи є ви ранньою пташкою чи нічною совою, розрізнення, відоме як ваш хронотип.
17	A range of other cues also affect our master clocks, including when we eat and exercise, and the medication we take, Dunster says.	Ряд інших сигналів також впливають на наші головні годинники, включаючи час, коли ми їмо і займаємося фізичною активністю, і приймаємо ліки, каже Данстер.
18	There’s a bundle of neurons buried deep inside the brain which regulates our day’s biological rhythms, including our metabolism, when we’re sleepy, and when it’s time to eat, says Gideon Dunster, sleep researcher at the National Institutes of Mental Health.	Є пучок нейронів, глибоко захований всередині мозку, який регулює наші біологічні ритми протягом дня, включаючи наш метаболізм, коли ми сонні, і коли прийшов час їсти, говорить Гідеон Данстер, дослідник сну в Національних інститутах психічного здоров'я.
19	And of course, everyone’s clock is slightly different—some folks’ master clocks might even take less than 24 hours to complete each cycle.	І, звичайно, годинник кожного з нас трохи відрізняється - головні годинники деяких людей можуть потребувати менше ніж 24 години на завершення кожного циклу.
20	"The morning is difficult. We are dealing with terrorists."	"Ранок важкий. Ми маємо справу з терористами"

	English	Ukrainian
21	"Ukraine was here before this enemy appeared, Ukraine will be here after him."	"Україна була до появи цього ворога, Україна буде після нього"
22	"Ukraine has not claimed responsibility for the attack, but has hastily released a stamp celebrating the blast."	"Україна не взяла на себе відповідальність за напад, але поспішно випустила марку на честь вибуху"
23	"Russia bombarded several cities across Ukraine with sustained missile and rocket attacks on Monday morning, a day after Russian President Vladimir Putin accused Ukraine of terrorism for blowing up a symbolic and strategically important bridge linking Russia with Crimea."	"У понеділок вранці Росія обстріляла кілька міст по всій Україні постійними ракетними ударами, через день після того, як президент Росії Володимир Путін звинуватив Україну в тероризмі через підриг символічного і стратегічно важливого мосту, що з'єднує Росію з Кримом."
24	At least one blast hit right by the main building of Kyiv's National University, according to photographs and videos shared on social media.	Згідно з фотографіями та відео, поширеними в соціальних мережах, щонайменше один вибух стався прямо біля головного корпусу Київського національного університету.
25	Images on social media showed a children's playground in Kyiv's Shevchenko Park that had been damaged in a barrage of missile strikes that hit the Ukrainian capital during rush hour.	У соцмережах зображено дитячий майданчик у київському парку Шевченка, який постраждав від шквалу ракетних ударів по українській столиці в годину пік.
26	The death toll from the attack in Kyiv alone was initially put at five, but that	Кількість загиблих лише внаслідок теракту в Києві спочатку оцінювалася у

	English	Ukrainian
	is expected to rise.	п'ять осіб, але зауважується, що вона зросте.
27	Ukrainian President Volodymyr Zelenskyy released a video statement on social media after the level of destruction became apparent.	Президент України Володимир Зеленський оприлюднив у соцмережі відеозвернення після того, як став очевидним рівень руйнувань.
28	Dozens of missiles, Iranian 'Shaheds' [drones].	Десятки ракет, іранські «Шахеда».
29	They have two targets: energy facilities – throughout the country... The second target is people... Stay in shelters today.	У них дві цілі: енергетичні об'єкти – по всій країні... Друга ціль – люди... Залишайтеся сьогодні в укриттях.
30	Such strikes are reminiscent of the early weeks of the war in February and March 2022, when people across the capital spent weeks on end taking cover in bomb shelters.	Такі удари нагадують перші тижні війни в лютому та березні 2022 року, коли люди по всій столиці тижнями безперервно ховалися під бомбами.
31	The attack on Kerch Strait Bridge in Crimea over the weekend was another significant blow.	Атака на Керченському мосту в Криму на вихідних стала ще одним серйозним ударом.
32	A major blast destroyed part of the bridge on Saturday morning, in an attack labelled "terrorist" by Putin, who blamed the "Ukrainian secret service".	Потужний вибух зруйнував частину мосту в суботу вранці під час атаки, яку Путін назвав «терористичною», звинувативши в цьому «українську спецслужбу».
33	Russia annexed Crimea in 2014 from	Росія анексувала Крим у України в 2014

	English	Ukrainian
	Ukraine in a relatively bloodless operation.	році в ході відносно безкровної операції.
34	The Kerch bridge cost the Kremlin billions of dollars to build, and is a vital transport link for goods and equipment between Russia and the annexed territory.	Будівництво Керченського мосту коштувало Кремлю мільярди доларів і є життєво важливим транспортним сполученням для товарів і обладнання між Росією та анексованою територією.
35	The bridge opened in 2018 to fanfare, including a visit from Putin himself, and is heavily fortified by missile defence systems and supposedly a school of killer dolphins to intercept any frogmen trying to plant explosive devices.	Міст відкрили в 2018 році під фанфари, включно з візитом самого Путіна, і він сильно укріплений системами протиракетної оборони та, імовірно, зграєю дельфінів-вбивць, щоб перехопити будь-яких людей-жаб, які намагаються встановити вибухові пристрої.
36	Images on social media showed a children's playground in Kyiv's Shevchenko Park that had been damaged in a barrage of missile strikes that hit the Ukrainian capital during rush hour.	У соцмережах зображено дитячий майданчик у київському парку Шевченка, який постраждав від шквалу ракетних ударів по українській столиці в годину пік.
37	Rockets and missiles rained down on other major cities from the small hours of Monday morning through to daylight, including Lviv in the west of the country close to the Polish border,	Мільйони ракет обрушувалися на інші великі міста з ранку понеділка до світанку наступного дня, включаючи Львів на заході країни поблизу польського кордону, північне місто

	English	Ukrainian
	the northern city of Kharkiv, the southeastern city of Zaporizhzhia, and Mykolaiv in the south.	Харків, південно-східне місто Запоріжжя та південний Миколаїв.
38	In recent months, the focus has been in the east and south of the country, with Ukrainian forces attempting to regain territory seized by Russia on the battlefield.	Останніми місяцями увага була зосереджена на сході та півдні країни, де українські війська намагалися повернути територію, захоплену Росією на полі бою.
39	Recent humiliating defeats, which have included Ukraine seizing major tactical areas such as Lyman in lightning-fast operations, have set Russia back in what is still only referred to as a “special military operation” in Russia.	Недавні поразки, серед яких Україна блискавично захопила основні тактичні райони, такі як Лиман -швидкі операції відкинули Росію назад до того, що в Росії досі називають лише «спеціальною військовою операцією».
40	Chancellor has to set aside £50bn for possible loss on bank bailouts	Канцлеру доведеться виділити 50 млрд фунтів стерлінгів на можливі збитки внаслідок фінансової допомоги банкам
41	The taxpayer will wholly or partly own five banks and building societies as Britain enters a general election campaign next year, The Times has been told.	За інформацією The Times, повністю або частково платники податків будуть володіти п'ятьма банками та інвестиційно-будівельними товариствами, оскільки Британія буде брати участь у загальній виборчій кампанії наступного року.
42	Alistair Darling has virtually ruled out selling off any of the Government's	Алістер Дарлінг фактично виключив продаж будь-яких пакетів акцій уряду в

	English	Ukrainian
	stakes in the institutions taken over or bailed out since the onset of the credit crunch.	установах, які були під контролем або під заставу з моменту початку кредитної кризи.
43	The Chancellor is likely to concede this week for the first time that the Government may not recover all the costs of its rescue of Northern Rock, Lloyds Banking Group, Royal Bank of Scotland, Bradford & Bingley and the Dunfermline.	Канцлер, ймовірно, цього тижня вперше визнає, що уряд може не відшкодувати всі витрати на порятунок Northern Rock, Lloyds Banking Group, Royal Bank of Scotland, Bradford & Bingley та Dunfermline.
44	So is it possible to switch teams and become a morning person?	Тож, чи можливо змінити команду і стати людиною-ранньою пташкою?
45	The first thing we need to realize is that in each of us, a clock ticks away.	Перше, що ми повинні зрозуміти, це те, що в кожному з нас тикає годинник.
46	But the master clock doesn't always match perfectly with a typical 24 hour day.	Але головний годинник не завжди ідеально збігається зі звичайним 24-годинним днем.
47	In fact, on average, it takes about 24.2 hours for people to complete this cycle, says Cathy Goldstein, a sleep neurologist at the University of Michigan Health.	Насправді, в середньому, людям потрібно близько 24.2 годин, щоб завершити цей цикл, каже Кеті Голдштейн, невролог-сомнолог в Університеті штату Мічиган.
48	Everyone's clocks sync slightly differently to environmental cues——	Біологічні годинники кожного з нас синхронізуються трохи по-різному з

	English	Ukrainian
	some people’s internal clocks might be more or less sensitive to the effects of light, for instance.	навколишніми сигналами - годинники деяких людей можуть бути більш чи менш чутливими до впливу світла, наприклад.
49	“We call it the master clock,” Dunster says.	"Ми називаємо це головним годинником," каже Данстер.
50	Together, these two factors—the speed of your master clock and how responsive it is to environmental signals—determine whether you’re an early bird or night owl, a distinction otherwise known as your chronotype.	Разом, ці два фактори - швидкість вашого головного годинника і наскільки він чутливий до зовнішніх сигналів - визначають, чи є ви ранньою пташкою чи нічною совою, розрізнення, відоме як ваш хронотип.

РЕЗЮМЕ

У даній роботі проведено аналіз трансформацій у перекладі з англійської мови на українську, а також вивчено маніпулятивні техніки в медійному дискурсі. Дослідження показало, що використання лексичних, семантичних та граматичних трансформацій дозволяє адаптувати текст до культурних та мовних особливостей цільової аудиторії, забезпечуючи збереження його смислу та ефективну комунікацію. Крім того, досліджено маніпулятивні прийоми, які активно використовуються у медійному дискурсі для формування уявлень, впливу на погляди та переконання аудиторії. Отримані результати важливі для розвитку теорії перекладу та медійного аналізу, а також мають практичне значення для фахівців у галузі міжкультурної комунікації та перекладу.

Ключові слова: трансформації, маніпулятивні техніки, медійний дискурс, переклад.