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КУРСОВА РОБОТА

З ПЕРЕКЛАДУ

СПОСОБИ ПЕРЕКЛАДУ АНГЛІЙСЬКОЇ ПЕЙОРАТИВНОЇ ЛЕКСИКИ В ПОЛІТИЧНИХ ТЕКСТАХ УКРАЇНСЬКОЮ МОВОЮ

WAYS OF TRANSLATING ENGLISH PEJORATIVE VOCABULARY IN POLITICAL TEXTS INTO UKRAINIAN

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Керівник курсової роботи_____

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INTRODUCTION

The study of pejorative vocabulary is one of the primary tasks of modern linguistics, cultural studies, ethnolinguistics, stylistics, language in general, and most importantly, school education. After all, recently there has been a tendency in the world to widely use negative vocabulary, namely pejorative language among students. Pejorative units occupy an important place among language units that strengthen the influential functions of speech. The study of the defined vocabulary layer is determined by its multidimensional functioning in oral speech. Ways of implementing pejoratives based on racial, social, professional or gender characteristics; their ways of creation and techniques of verbal expression in various situations are the subject of linguistic research.

Political texts often contain nuanced and pejorative language aimed at conveying specific attitudes, emotions, and judgments. Accurately translating such vocabulary is essential for preserving the original sentiment and intensity of political statements, especially in the context of global political events. This research addresses the challenge of translating pejorative terms that may lack direct equivalents in the target language, emphasizing the need for cultural and contextual sensitivity among translators, journalists, and diplomats.

Studying the ways of translating pejorative vocabulary, especially in political texts, ensures the accuracy of conveying meanings that go beyond the literal interpretation of words to include emotional connotations, evaluations, and the author's stance. Accurately translating these nuances is essential for maintaining the integrity and intention of the original message. It addresses cultural sensitivities and contextual appropriateness, as pejorative terms can have different impacts across cultures. A nuanced understanding and careful translation of such terms can prevent misunderstandings and potential diplomatic frictions. Also, it enhances cross-cultural communication by providing insights into the linguistic strategies that can be used to navigate the complexities of translating charged political language. This not only facilitates clearer understanding between different linguistic communities but also

promotes more informed and respectful international discourse. Additionally, exploring these translation methods contributes to the field of translation studies by expanding the toolkit available to translators, enabling them to handle challenging texts with greater skill and sensitivity. Ultimately, the study of pejorative vocabulary translation is pivotal in fostering a more nuanced, accurate, and culturally aware exchange of political ideas and sentiments across languages.

The aim of this research is to describe the ways of translating English pejorative vocabulary in political texts into Ukrainian, focusing on the nuances of meaning, cultural sensitivities, and strategies used in the translation process.

Achieving the set goal requires solving the following **tasks**:

- to establish the challenges and complexities associated with translating pejorative vocabulary in political texts.
- to identify linguistic strategies and approaches used in translating pejorative language.
- to explore the cultural and contextual factors influencing the translation of pejorative terms.
- to analyze the impact of translation choices on the integrity and effectiveness of political discourse.
- to provide recommendations for improving the accuracy and sensitivity of translating pejorative vocabulary in political contexts.

Investigation subject is translation of pejorative vocabulary found in political texts from English into Ukrainian.

The object of the research is the translation process itself, specifically how pejorative language is translated and the implications of these translations on the target audience.

The data sources for this research include political texts in English and their corresponding translations into Ukrainian, scholarly articles, books, and other relevant literature on translation theory and practice.

Methods of the research. The research uses a combination of qualitative methods, including text analysis, comparative analysis of translations, and examination

of translation strategies used in different contexts. Additionally, it may involve interviews or surveys with translators and language experts.

Theoretical and practical value of the research. This research contributes to the theoretical understanding of translation processes, particularly in the context of political discourse and the translation of pejorative language. It also provides practical insights and recommendations for translators, policymakers, and language professionals involved in political communication and translation.

Brief outline of the research paper structure. The work consists of an introduction, two main chapters, conclusions, and a list of references, list of data sources, and annexes.

CHAPTER 1
THEORETICAL FOUNDATIONS OF PEJORATIVE VOCABULARY IN POLITICAL TEXTS

1.1. Pejorative vocabulary and its features

Pejorative vocabulary encompasses words and expressions that convey negative connotations or are used to express criticism, contempt, or disdain. This category of language serves not only to belittle or degrade the subject it describes but also often reflects societal attitudes and biases, thus playing a significant role in the dynamics of social interaction and discourse.

Pejorative vocabulary is words or expressions used to express a negative attitude, contempt or humiliation of the object of speech. A distinctive feature of pejorative vocabulary is its ability to convey a negative assessment, an emotionally colored attitude to the object or phenomenon being commented on. Such word usage may be based on cultural, social, ethical or personal biases and norms. Pejoratives can appear in a variety of language forms, including individual words, phrases, or even entire statements. They find use in all areas of communication, from everyday circulation to literature, mass media, political and public discourse. These words and expressions can have varying degrees of negative connotation, from mild disapproval to profound contempt or hatred [5: 68].

Among the scientists who made a significant contribution to the history of the study of pejorative vocabulary, we should mention: Potebnia (who made a philosophical justification of pejoration); E. Izarda, K. Jung (studied the emotional basis of pejoration); O. Holod (by function). Pejorative vocabulary serves as a means of introducing the principle of text-centrism, because only on the basis of the text we are able to analyze the necessary units.

An analysis of explanatory dictionaries of English languages allows us to assert that the root "pejorative" means deterioration of quality, attitude or condition, humiliation, humiliation of a person and his dignity, neglect, insult, criticism, humiliation, censure, condemnation.

English vocabularies offer the following explanation of the meaning «pejorative»:

«Having an insulting or critical sense; having negative connotation, especially tending to disparage or belittle» [32];

«A word or phrase is pejorative if it implies contempt or disapproval. The adjective pejorative is synonymous with derogatory, derisive, and dyslogistic» [33];

«As early as the Middle Ages, the word Jargon and its indefinite use named any non-comprehensible speech – most of the time with a pejorative connotation. More generally, the word qualifies any usage which is not familiar to the listener's ear» [34].

As we see, various English sources offer different interpretations of this concept – from taboo vocabulary, i.e. lexical and linguistic units that belong to jargon, slang and argot, to normative vocabulary.

The use of pejorative language often reflects the social attitudes, historical periods, or cultural contexts in which it is used. Over time, certain pejoratives can change their meaning, lose their negative value or, on the contrary, become more offensive. Special attention to pejorative vocabulary in the modern world is due to the desire to ensure a culture of mutual respect and tolerance. Analysis and reflection on the use of such words can contribute to a better understanding of intercultural differences, social stereotypes and prejudices, as well as play a role in the formation of a more inclusive and respectful language space [29: 159].

The use of pejorative language raises ethical concerns, particularly regarding respect, dignity, and the perpetuation of inequality. Awareness and sensitivity to the potential harm of pejorative terms are crucial in promoting respectful and inclusive communication. So, the notion of pejorative vocabulary highlights the complex interplay between language, society, and individual identities. Understanding its dynamics and implications is essential for navigating the ethical landscape of interpersonal and public discourse.

So, the concept of pejorative vocabulary encompasses words and expressions that carry negative connotations or are used to express disapproval, insult, or disdain. This category of language serves not only to reflect societal attitudes and prejudices

but also to reinforce them through communication. Pejorative terms often target specific groups based on race, ethnicity, gender, sexual orientation, religion, or other characteristics, contributing to discrimination and social division. Understanding the nature and impact of pejorative vocabulary is crucial for promoting more respectful and inclusive communication practices.

1.2. Pejoratives in political discourse

Political discourse refers to the way language is used in political contexts to communicate ideas, ideologies, policies, and stances on various issues. It encompasses a wide range of communication forms, including speeches, debates, legislative texts, policy documents, media broadcasts, and social media posts. Political discourse is characterized by its purpose to persuade, inform, mobilize, or contest, often aiming to influence public opinion, shape political identities, and negotiate power relations.

Key features of political discourse include its strategic use of rhetoric to appeal to emotions and logic, the employment of specific linguistic techniques such as framing, metaphors, and narrative construction to shape perceptions and attitudes, and the use of argumentation to defend or promote political positions. Political discourse is also marked by its dynamic nature, evolving in response to social, economic, and international developments, and reflecting the changing landscapes of political ideologies and alliances [16: 68].

It covers a wide range of communication processes, including speeches, debates, press releases, political advertising, social media and other forms of media content. A feature of political discourse is its focus on influencing public opinion, mobilizing support or criticizing political opponents, as well as forming political will and political decisions. It is dynamic and changeable, adapting to the socio-political context and using specific rhetorical and linguistic devices to achieve its goals.

In the context of political discourse, the analysis of rhetorical devices plays a key role, as they are aimed at creating persuasive arguments and an emotional connection with the audience. The intensive use of anaphora and epiphora not only adds rhythm to speech, but also strengthens the memorization of key messages. Because of this,

political speech often acquires the character of a manifesto capable of uniting listeners around a common idea or values [7: 168].

Political discourse is also characterized by the use of argumentation aimed at forming and supporting the positions of political actors. Through logical reasoning, an appeal to authorities or an emotional appeal, it is possible to create persuasive content that motivates the audience to take certain actions or change their minds. In particular, an important aspect is the use of contrasts and comparisons, which help highlight the advantages of one's own policy compared to opponents.

Another important characteristic of political discourse is its dynamism and adaptability to the context. Political messages are often modified according to social, economic or cultural conditions to ensure maximum communication effectiveness. This includes changing emphases, stylistically adapting language to different audiences, and using relevant media channels to spread messages.

In the modern information space, the role of social media as platforms for political discourse is growing significantly, where the speed of reaction to events and the possibility of interacting with voters in real time open new horizons for political communication. At the same time, it introduces additional challenges related to information verification and reputational risk management [14: 5].

Thus, the linguistic features of political discourse serve as a powerful tool in the hands of politicians, allowing them to shape public opinion, influence the emotions and behavior of voters, and adapt to rapidly changing social conditions.

Linguistic features of political discourse are manifested in a wide range of linguistic means used to formulate political messages and influence public opinion. Political leaders and activists often resort to metaphors to convey complex ideas into understandable images, and they also use euphemisms to improve the perception of unpopular topics. Repetition of key words or phrases helps to cement ideas in the minds of the audience while reinforcing slogans and political views. An important element of political discourse is the use of passive constructions to divert attention from the performer of the action and the hate speech that may be directed at opponents. In addition, political discourse is pragmatic, oriented toward achieving specific goals,

such as persuading the public, mobilizing voters, or shaping public opinion. Given these linguistic features, political leaders can effectively influence public attitudes and create an optimal favorable linguistic context to achieve their goals.

In the political discourse, linguistic, textual, pragmatic, cultural, semiotic, extralinguistic problems, problems related to understanding the text, which can be signaled by the following facts during the translation process: pauses, the translator's reference to dictionaries, the use of translation strategies, omissions in translation, corrections , commenting on the source, etc. [9: 84].

Problems in political discourse are heterogeneous because a socio-political text performs several functions and has its own linguistic and extralinguistic features. Therefore, translation problems are divided into:

1) problems associated with the perception of socio-political text;

2) problems associated with the reproduction of socio-political text and its structural parts;

3) problems of perception and reproduction (which combine both types of problems) [16: 68].

The study of scientific literature has shown that translation problems, even within the framework of political discourse, are analyzed from different aspects. The linguistic problems faced by translators of socio-political texts are associated with a number of other problems (for example, how to convey signs of political and cultural differences into the TL and how to meet the expectations of the target audience), i.e. elements in the text that go beyond linguistic understanding become crucial. However, a translator may have difficulty translating FL words that represent concepts not found in the TL (political realities, non-equivalent vocabulary, neologisms, etc.).

1.3. Methods of translation of pejorative vocabulary

Translating pejorative vocabulary poses unique challenges for linguists and translators alike. Pejoratives, words or phrases carrying derogatory or disparaging connotations, often convey cultural nuances and implicit meanings that may not directly correspond across languages. Thus, finding effective methods of translation

for such terms requires a nuanced understanding of both source and target languages, as well as the socio-cultural contexts in which they operate [7: 187].

Translating pejorative vocabulary encapsulates some of the most nuanced challenges in the field of translation studies. Pejoratives carry not only linguistic but also cultural, emotional, and social weight. Pejorative terms are deeply embedded in cultural contexts. What is considered a mild insult in one culture could be highly offensive in another. Translators must navigate these cultural nuances to choose terms that maintain the intended impact without crossing lines of cultural sensitivity. The specific force and effect intended by the use of a pejorative term can be difficult to replicate in the target language. This includes the level of offensiveness, the degree of informality, and the specific nuances that the speaker might want to convey. The translator's challenge is to preserve these nuances, ensuring that the translation carries the same emotional and communicative weight as the original.

Pejorative terms often have socio-political connotations. They can reflect societal attitudes towards class, ethnicity, gender, and more. A translator must understand the socio-political landscape of both the source and target languages to ensure that these connotations are appropriately conveyed or mitigated.

Language is dynamic; the connotations and usage of pejorative terms can evolve over time. A term that was considered highly offensive in the past may become less so, or vice versa. Translators must be up-to-date with current language use to accurately translate pejorative vocabulary. The perception of what constitutes a pejorative term can be highly subjective. Personal biases and sensitivities can influence a translator's choices, potentially leading to a translation that does not accurately reflect the intent or tone of the original text [12: 69].

The translation of pejorative terms may also be subject to legal and ethical considerations. Translators need to be aware of laws related to hate speech and defamation in both the source and target contexts, ensuring that their translations do not inadvertently violate these laws. Given these complexities, translating pejorative vocabulary requires a deep understanding of linguistics, cultural studies, sociology, and psychology. It demands not only linguistic skill but also sensitivity, discretion, and a

nuanced understanding of both the source and target cultures. The ultimate goal is to bridge languages and cultures in a way that respects the integrity of the original message while considering the potential impact on the target audience.

Cultural adaptation in translation involves a thoughtful process of selecting terms in the target language that match the cultural and emotional weight of the original text. This is particularly important when translating pejorative terms, as these often carry heavy connotations influenced by specific cultural and societal contexts. Cconsider the English slang term «snowflake.» Originally, it referred to someone unique, but in modern pejorative use, it often targets individuals perceived as overly sensitive or unable to handle criticism, typically in political or social debates. A direct translation of «snowflake» into Ukrainian, like «сніжинка» might convey the literal sense but misses the pejorative nuance in political or social commentary [12: 85].

In adapting this term to Ukrainian, a translator must find a term that captures the essence of being overly sensitive or incapable of dealing with opposing viewpoints. One possible adaptation could be «*тендітна душа*» (tender soul) or «не витримує критики» (cannot withstand criticism). These expressions offer a closer approximation to the intended connotation of «snowflake» in a discourse about someone's perceived fragility or inability to engage in serious discussions without taking offense.

Euphemistic translation involves the substitution of pejorative terms with more neutral or polite equivalents in order to mitigate the negative impact of the original term. This strategy aims to maintain clarity and coherence in the translation while softening the potentially offensive connotations of the original text. English pejorative term «junkie» typically refers to a person with a drug addiction. When translating this term into Ukrainian, a direct equivalent such as «наркоман» may carry strong negative associations and potentially stigmatize individuals struggling with addiction. In this case, a translator employing euphemistic translation might opt for a more neutral or less stigmatizing term. For example, they could use «особа залежності від наркотиків» or «особа, яка користується наркотиками». These alternatives convey the same meaning without the harsh judgment or stigma associated with the term «наркоман» [15: 64].

By choosing a euphemistic translation, the translator acknowledges the sensitivity of the subject matter and seeks to avoid reinforcing negative stereotypes or stigmatizing language. This approach helps maintain the dignity of individuals affected by addiction while ensuring that the translation remains clear and respectful to the target audience.

Literal translation with explanation involves directly translating pejorative terms and supplementing them with footnotes or annotations. Such explanations aim to provide readers with the context needed to understand the term's derogatory nature, cultural connotations, or nuanced meaning, thereby preserving the integrity of the original text while ensuring comprehension. The term «redneck,» which in American English colloquially refers to a rural working-class individual, often with a connotation of conservative political views and a lack of sophistication or education. The term carries complex cultural baggage, mixing pride and pejorative meanings depending on the context. A literal translation of «redneck» into Ukrainian might be «червоношийка,» directly reflecting the physical sign of a sunburned neck, a common stereotype of outdoor laborers. However, without the cultural context, Ukrainian readers might miss the term's nuanced connotations [21: 235].

Contextual amplification involves enriching the context surrounding a pejorative term to convey its intended meaning more effectively. By providing additional information or background context, translators enhance understanding of the term's implications within the target language and cultural setting. This translation method involves enriching the context surrounding a pejorative term to convey its intended meaning more effectively. By providing additional information or background context, translators enhance understanding of the term's implications within the target language and cultural setting.

The term «Karen» has gained prominence in contemporary American culture to refer to a middle-aged white woman perceived as entitled, demanding, and often exhibiting behavior perceived as racist or privileged. The term has complex social and cultural connotations, reflecting broader discussions around privilege, entitlement, and racial dynamics in society. Translating «Karen» directly into Ukrainian might not fully

capture the term's contextual nuances and implications. Instead, a translator employing contextual amplification might provide additional information to elucidate its meaning [23: 14].

The strategy of omission involves deliberately leaving out or censoring pejorative terms in the translation process. This approach can be particularly relevant when the direct inclusion of such terms would be considered offensive or inappropriate within the target language or cultural context. Omission prioritizes sensitivity and cultural appropriateness, aiming to ensure effective communication without causing unintended harm or offense.

Term «gypped» is derived from «Gypsy» and implies being cheated or swindled. This term is increasingly recognized as pejorative and offensive due to its stereotypical association with the Romani people, promoting negative and unfounded stereotypes. When translating content from English into Ukrainian that contains the term «gypped,» a translator aware of the term's derogatory nature and the sensitivity regarding ethnic stereotypes might choose to omit the term or replace it with a non-pejorative equivalent.

This analysis focuses on a text that discusses the issue of migrant caravans approaching the United States' southern border (RPT) , using a specific tone and choice of words to convey a message. Text and its translation is at the Annex C.

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Translation analysis

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1) Stylistic characteristics of the text

Strong positions. The text's author and the inherent authority of the speaker (implicitly understood as a high-ranking official or the President) position the message as authoritative. The absolute beginning introduces the core issue (the migrant caravans) with immediacy, while the conclusion reinforces the government's stance and preparedness, framing the narrative.

Weak positions. Arguments regarding the nature of the migrant groups and the justification of the response strategy serve to support the strong positions, elaborating on the perceived threats and the logistical response.

2) Analysis of tropes and figures of speech

Metaphors and Comparisons. The migration is likened to an «invasion» a metaphor that dramatizes the event and frames the migrants in a specific light.

Hyperbole. Describing the migrants as «violently» overtaking borders exaggerates the situation to evoke a sense of urgency and danger.

Personification. The text attributes organized, almost militant capabilities to the caravans, suggesting they are a unified force with a singular intent.

3) Analysis of special literary and colloquial vocabulary

Proper Nouns. Names like «Mexican police» and «United States military» are specific entities that carry weight and imply a serious governmental response.

Sector-Specific Terms. References to legal processes, military deployment, and national security concerns use formal terminology associated with governance and law enforcement.

Cultural Realia. The mention of companies like «Foxconn» and «Apple» situates the discussion within a broader economic context, appealing to nationalistic sentiments regarding economic growth and job creation.

4) Analysis and choice of translation transformations

Lexical Transformations.

Given the politically and emotionally charged content of the original text, it's crucial to carefully modulate the language used in translation to ensure that the tone is preserved without inadvertently amplifying or diminishing the perceived threat or governmental response. This involves selecting words and phrases that maintain the urgency and seriousness of the situation while considering cultural sensitivities and potential misinterpretations.

For example, the term «invasion» carries significant weight and implies a forceful, unwelcome presence. In translating this term, it may be necessary to choose an equivalent that conveys a similar sense of urgency and threat without exacerbating tensions or fueling negative perceptions of migrants. Depending on the context and target audience, alternatives like «напад» or «поступ» might be appropriate, as they capture the idea of a forceful movement without necessarily carrying the same militaristic connotations.

Similarly, words used to describe the actions of the migrants and the government's response should be carefully selected to maintain the original text's urgency and agency. Preserving the active voice in describing these actions can help convey a sense of immediacy and responsibility, ensuring that the translation effectively communicates the gravity of the situation.

Grammatical transformations

In translating the text, it's essential to consider the grammatical structures used to convey the migrants' actions and the government's response. The original text employs active voice constructions to describe these actions, which enhances the sense of urgency and agency.

To maintain the impact of the original text, translators should strive to preserve these grammatical structures in the translation. This may involve adapting sentence structures or word order to ensure that the emphasis remains on the actions of the migrants and the government, rather than diluting their significance through passive constructions.

For example, sentences like «They have violently overrun the Mexican border» should be translated using active voice constructions in Ukrainian, such as «Вони насильно прорвалися через мексиканський кордон.» This ensures that the sense of forcefulness and agency conveyed in the original text is retained in the translation.

Lexico-grammatical transformations

The metaphorical comparison of migration to an «invasion» presents a particularly sensitive translation challenge. While this comparison effectively conveys the perceived threat and urgency of the situation in the original text, it may require adaptation based on cultural sensitivity and the target audience's perception.

In translating this metaphor, it's important to consider alternative expressions that capture the gravity of the situation without perpetuating negative stereotypes or fueling fear and hostility towards migrants. This may involve using less inflammatory language or employing metaphors that resonate more effectively with the target audience.

For example, instead of directly translating «invasion» as «вторгнення,» a translator might opt for a less confrontational term like «засилля» or «натиск» which convey a sense of pressure or influx without carrying the same militaristic connotations. By making these lexico-grammatical transformations, the translator can ensure that the intended alarm and urgency of the original text are preserved while also mitigating the risk of causing offense or misrepresentation in the target language.

CHAPTER 2
POLITICAL DISCOURSE: DISCOURSE FEATURES, TRANSLATION OPTIONS

2.1. Lexical transformations in the translation of pejorative vocabulary in political texts

For the investigation of translating pejorative vocabulary in political discourse, we collected 50 sentences from political speeches of American politicians such as D. Trump, H. Clinton, B. Obama, and others.

The need for lexical transformations appears when translating lexical units that do not have direct counterparts in the target language. Such units can be proper names and titles, as well as terms and concepts that are common in the country (s) of native speakers and absent in the country of native speakers of the translation language. The latter are also called realities. Lexical Transformation involves finding a word in the target language that closely matches the pejorative term's intensity and connotation in the source language. This strategy seeks to maintain the original message's emotional charge and derogatory nuance, ensuring that the translation resonates similarly with the target audience.

*He is taking hate groups **mainstream** (CNN). – Він робить групи ненависті* ***мейнстрімом.***

The translation maintains the original structure and lexicon very closely, including the modern term 'mainstream' transliterated into Ukrainian as «мейнстрімом.» This approach successfully conveys the negative connotation of promoting hate groups to a wider, more accepted public platform. The use of a transliterated term for «mainstream» is particularly noteworthy, as it preserves the contemporary and culturally specific concept from the original, suggesting its widespread recognition beyond the English-speaking context.

Calque is often used to translate cultural realities, events and terms. This method of transformation was noticed in an article with an economic orientation, where an accurate transfer of concepts was required

Along with translation transliteration for language units that do not have a direct correspondence in the language of translation, calque is used - the reproduction of not the sound, but the combinatorial composition of a word or word combination, when the constituent parts of a word (morphemes) or phrase (lexemes) are translated by the corresponding elements of the translation language. Calque as a translation technique became the basis for a large number of various types of borrowing in intercultural communication in cases where transliteration was unacceptable. However, calque as a translational transformation is less common than transcription or transliteration.

And NATO countries are now paying hundreds of billions of dollars more than when I arrived just a few years ago. ***It was very unfair*** *(FN). – І країни НАТО зараз платять на сотні мільярдів доларів більше, ніж тоді, коли я прибув лише кілька років тому.* ***Це було дуже несправедливо.***

In this translation, the technique of calquing was utilized to translate the pejorative sentence. This approach involves directly transferring words or expressions from one language to another without altering their structure, effectively preserving the original's syntactical and semantic features. Through calquing, the translation maintains the direct emphasis and negative connotation of «very unfair» as «дуже несправедливо,» thus keeping the pejorative tone intact in the target language. In this instance, the pejorative term «unfair» is translated into Ukrainian as «несправедливий» which maintains the negative connotation of the original word. However, the use of «very» in English intensifies the negativity of «unfair.» In the Ukrainian translation, this intensity is preserved through the use of «дуже» (very). Additionally, the speaker uses the technique of specification in the translation by explicitly mentioning the context of NATO countries paying more money, which further emphasizes the unfairness implied in the statement. Therefore, the translation effectively conveys both the pejorative nature and the intensity of the original phrase.

I have a great relationship with the ***blacks*** *(TNH). - У мене чудові стосунки з* ***чорними.***

In this translation, the lexical technique of concretization was used to render the pejorative term «the blacks» into Ukrainian as «чорні». By specifying the noun

«чорні» (blacks), the translation provides a more explicit and concrete reference to the group being addressed. This specification serves to convey the original meaning while mitigating the potentially derogatory or stereotypical implications associated with the term «the blacks».

*I've always had a great relationship with the **blacks** (FN). – У мене завжди були чудові стосунки з **чорними**.*

In the translation of this sentecne, a direct lexical strategy is applied, specifically the technique of specification. The term «the blacks» used by Donald Trump, carries a pejorative connotation due to its generalizing and objectifying nature, reducing a diverse group of people to a single characteristic – their race. Such usage can be perceived as derogatory because it implicitly emphasizes an «us vs. them» mentality and depersonalizes individuals.

*So let me begin by stating that these **illegal caravans** will not be allowed into the United States, and they should turn back now, because they're wasting their time (RPT). – Отже, дозвольте мені почати з того, що ці **нелегальні каравани** не будуть допущені до Сполучених Штатів, і вони повинні повернути назад зараз, тому що вони марнують свій час.*

In the provided example, the lexical translation strategy used is calque, specifically in the translation of «illegal caravans» as «нелегальні каравани.» The term «illegal caravans» as used by Trump carries pejorative connotations, framing groups of migrants or asylum seekers as inherently unlawful and threatening. The term «illegal» implies criminality and lawlessness, while «caravans» suggests a large and potentially menacing group. By using this phrase, Trump seeks to evoke fear and justify strict immigration policies.

How are we gonna go back and make it great again? (CNN). – Як ми повернемося і зробимо все чудовим знову?

Trump uses calque in his speech by directly translating the phrase «make it great again» to «зробимо все чудовим знову,» mirroring the structure and meaning of the original English expression.

They don't have a clue (FN). – Вони не мають уявлення.

The translation utilizes calque to render the pejorative expression «They don't have a clue» as «Вони не мають уявлення» preserving the structure and connotation of the original phrase.

They can't even answer simple questions (CNN). – Вони навіть не можуть відповісти на прості запитання

Calque is used to translate the pejorative remark «They can't even answer simple questions» as «Вони навіть не можуть відповісти на прості запитання» maintaining the structure and implying incompetence.

It was terrible (TNH). – Це було жахливо

The phrase «It was terrible» is calqued as «Це було жахливо,» directly reflecting the negative sentiment of the original expression.

it's virtually useless (CNN). – Це практично марно.

Trump's statement «it's virtually useless» is translated using calque as «Це практично марно» preserving the structure and conveying the pejorative implication of the original phrase.

It is a disaster (FN). – Це катастрофа.

Calque is utilized to translate the pejorative expression «It is a disaster» as «Це катастрофа» maintaining the structure and negative connotation of the original statement.

***Illegal immigration** hurts American workers; burdens American taxpayers; and undermines public safety; and places enormous strain on local schools, hospitals, and communities in general, taking precious resources away from the poorest Americans who need them most (RPT). – **Нелегальна імміграція** шкодить американським робітникам; обтяжує американських платників податків; і підриває громадську безпеку; і створює величезне навантаження на місцеві школи, лікарні та громади в цілому, забираючи дорогоцінні ресурси у найбідніших американців, які їх найбільше потребують.*

By translating this sentence the translator maintains the accusatory tone and broad generalizations of the original. The use of «нелегальна імміграція» as a calque for «illegal immigration» continues to emphasize the legality and legitimacy of

immigration status, framing it as inherently harmful. This statement uses pejorative language to frame illegal immigration as a direct threat to various aspects of American society. The term «illegal immigration» itself is charged with negative connotations, suggesting criminality and unauthorized entry. The phrase constructs a narrative in which undocumented immigrants are portrayed as a drain on resources and a danger to public safety and economic stability.

*These policies lead to the release of **illegal aliens** into our communities after they've been apprehended (RPT). – Ця політика призводить до звільнення **нелегальних іноземців** у наші громади після їх затримання*

In this example, the lexical translation strategy used is calque, particularly in the translation of «illegal aliens» as «нелегальні іноземці.» The term «illegal aliens» as used in political discourse often carries pejorative connotations, dehumanizing and stigmatizing undocumented immigrants. The term «illegal» emphasizes the perceived criminality of their immigration status, while «aliens» reinforces a sense of foreignness and otherness, often used to imply that these individuals are not entitled to the same rights or protections as citizens.

*We're moving in tremendous numbers of people to get out the MS-**13 gangs** and others **gangs** that illegally come into our country (RPT). – Ми направляємо величезну кількість людей, щоб вивести **банди MS-13 та інші банди**, які незаконно проникають у нашу країну.*

In the provided example, the phrase «MS-13 gangs and other gangs» is translated as «банди MS-13 та інші банди,» employing the lexical translation strategy of calque. This strategy involves the direct translation of elements from the source language to the target language, maintaining the structure and components of the original. The reference to «MS-13 gangs and other gangs» by the speaker uses pejorative terminology to highlight criminal activity associated with specific groups. The term «gangs,» especially in the context of MS-13, a notorious international criminal gang, is loaded with negative connotations, implying violent, illegal, and threatening behavior.

Мова Дональда Трампа занадто емоційна і містить провокаційні висловлювання, які звучать дуже категорично в українській мові.

*I watched this clip of Barack Obama on 60 Minutes where he is **attacking** the President of the United States and believes these challenges that are taking place in the states are undermining democracy (RPT). – Я дивився це відео Барака Обами протягом 60 хвилин, коли він **нападає** на президента США і вважає, що виклики, що відбуваються в штатах, підривають демократію.*

The translation of the phrase «attacking» in the context of a political discourse, particularly when translating from English into Ukrainian, often uses a technique of generalization that can amplify the perceived aggression or confrontational tone of the statement. In the provided example, «attacking» is translated as «нападає,» which directly implies an aggressive action. This choice of words may intensify the emotional and provocative expressions found in Donald Trump's speech, making them sound categorically forceful in Ukrainian.

Modulation or semantic development is the replacement of a word or phrase of a foreign language, the meaning of which can be derived logically from the original meaning:

Now, everybody's coming to me, they're all trying to say, well, he's right, we have to come to him. I hit other things. I talked about Muslims. We have a problem. Nobody else wanted to mention the problem, I brought it up. I took a lot of heat (TNH). – Тепер усі приходять до мене, всі намагаються сказати, ну, він правий, ми мусимо звернутися до нього. Я зачепив інші теми. Я говорив про мусульман. У нас є проблема. Ніхто інший не хотів згадувати про цю проблему, я порушив її. Я зазнав багато критики.

The translation of Donald Trump's speech, particularly the section dealing with his comments on Muslims, exemplifies the use of modulation as a translation technique. This statement is straightforward and reflective of Trump's direct and often controversial speaking style. He identifies a «problem» associated with Muslims, a statement that, within the context of his overall discourse, can be seen as pejorative due to its generalization and the negative framing of an entire religious community. The

translated Ukrainian version maintains the original's directness but also subtly shifts the focus. The phrase «*я порушив її*» (*I brought it up*) in Ukrainian can carry a connotation of initiating a necessary discussion rather than merely making a controversial statement. This nuance can be attributed to modulation, where the act of «bringing up» a problem may be seen in a slightly more constructive or brave light, despite the controversial nature of the statement.

And I think everybody on this stage would have to agree you're not going to let people die, sitting in the middle of a street in any city in this country (RPT). – І я думаю, кожен на цій сцені мусить погодитися, що ви не дозволите людям помирати, сидячи посеред вулиці в будь-якому місті цієї країни.

The translation of Donald Trump's statement regarding the provision of healthcare or emergency assistance reflects an interesting use of modulation which is a translation technique involving a shift in perspective or conceptual angle to convey the same underlying message in a way that resonates appropriately with the target audience.

*In all fairness, **Marco is not a negotiator. I** watched **him melt down** and I'll tell you, it was one of the saddest things I've ever seen. He's not going down -- excuse me... (CNN). – Чесно кажучи, Марко не переговорник. Я спостерігав, як він тане, і, скажу вам, це було одне з найсумніших речей, які я коли-небудь бачив. Він не впаде - вибачте...*

In the English original, Trump uses the pejorative expression «I watched him melt down» which implies incompetence, weakness, or failure on Marco's part. However, in the Ukrainian translation, the expression «як він тане» (how he melts) is used. While maintaining the general meaning of the phrase, the use of «тане» (melts) instead of «розтанув» (melt down) softens the pejorative connotation. This modulation makes the expression slightly less harsh, potentially reducing its impact as a direct attack.

Mitt (Romney) is a failed candidate / he failed / he failed / horribly.… He ran a horrible campaign ... he was horrible in the 3d debates / horrible ... the 2d was a great catastrophe (CNN). – Мітт (Ромні) невдалий кандидат / він провалився / він

провалився / жахливо…. Він провів жахливу кампанію … він був жахливим у 3D дебатах / жахливо … 2D був великою катастрофою.

In the provided example from Trump's speeches, pejorative language is used to criticize Mitt Romney and Barack Obama. In the translation, the English word «horribly» is rendered as «жахливо,» which retains the sense of extreme negativity but slightly softens the intensity of the criticism compared to a more direct translation like «жахливо жахливо» (horribly horribly). This modulation ensures that the translation reflects the strong negative sentiment expressed in the original while aligning with linguistic norms in Ukrainian. Overall, the translation effectively conveys the pejorative tone of Trump's speech, maintaining the criticism of Mitt Romney's candidacy while adjusting the intensity of the expression to suit the linguistic and cultural context of the target language.

I'm not a fan of Barack Obama … These people are such liars … stupidity of the U.S. … we are going to get rid of Obamacare and we are going to repeal and replace it (FN). - Я не фанат Барака Обами... Ці люди такі брехуни... дурість США... ми збираємося позбутися Obamacare, скасувати та замінити його.

In the translation, the English phrase «stupidity of the U.S.» is rendered as «дурість США» which softens the pejorative connotation slightly. While maintaining the criticism of U.S. policy, the choice of «дурість» (foolishness) instead of a more intense term like «глупота» (stupidity) modulates the expression to align with linguistic norms in Ukrainian and reduce potential offense. The translation effectively conveys Trump's negative attitude towards Barack Obama and his policies while adjusting the language to ensure it is culturally appropriate and does not overly offend Ukrainian-speaking audiences.

The use of neutralization strategy for rendering invective may occur for several reasons. First, a translator may resort to neutralizing insults in order to avoid negative colouring of the source message and trying to soften an assault and make it less offensive. It often occurs when traditions of political rhetoric differ in source and target cultures, setting different acceptable degrees of offensiveness, based on the norms which exist in the given societies. These norms can interfere in the translator's

decision-making process and influence the choice of expressive and linguistic means, thus, altering the level of statement's offensiveness. Example:

*The biggest problem this world has is nuclear proliferation. And we have a country out there - North Korea which is **sort of wacko**, not a **bunch of dummies** – and they are going out and they are developing nuclear weapons" (FN).* – *Розповсюдження ядерної зброї – це найбільша проблема цього світу. Однак, маємо і такі країни, як Північна Корея, керівництво якої хоч і **ексцентричне**, але **точно не дурне** – і вони не такі як усі, вони продовжують розробляти ядерну зброю.*

In the Ukrainian translation, the phrase is rendered as "керівництво якої хоч і ексцентричне, але точно не дурне" using a lexical substitution. The term "wacko" is substituted with "ексцентричне" (eccentric), significantly softening the pejorative connotation. The negation of "not a bunch of dummies" is translated similarly but the choice of "точно не дурне" (definitely not foolish) retains the original's implication of underestimated intelligence without the informal derogatory tone.

The original English phrase describes North Korea as "sort of wacko, not a bunch of dummies." This directly pejorative characterization combines an informal derogatory term "wacko" with a negation of a simplistic insult "not a bunch of dummies," implying that despite being irrational or unconventional, North Korean leadership is not stupid. In the following statement, addressed towards the political leaders of North Korea, former American president Donald Trump uses two invectives at once: "sort of wacko" and "a bunch of dummies". Such a colloquial style of presidential rhetoric and explicit accusation, especially on the international level, is a challenge for translation and forces the translator to choose between two options: preserving the original negative load of invectives or levelling them to some extent in translation. In the following version of the translation, the interpreter resorted to the second option, neutralizing the pejoratives, which in the original language clearly belong to the colloquial and vulgar language, with more stylistically neutral counterparts.

So, in any translation, lexical transformations take place, namely: calque, generalization? specification. The need for lexical changes is due mainly to different lexical structures of languages, different ways of perceiving and reflecting reality, different rules of conjugation and traditions of using certain combinations.

***Lyin' Ted Cruz** and **1 for 38 Kasich** are unable to beat me on their own so they have to team up (collusion) in a two on one. Shows weakness! (FN). – У Брехливого Теда Круза і Джона Кейсика не вистачило сил, щоб перемогти мене самотужки, тому їм довелося об'єднатись удвох проти одного. Вияв слабкості!*

In this example, Donald Trump uses a nickname to address an invective against his fellow Republican and Ohio Gov. John Kasich. A nickname «1 for 38 Kasich» means that in the election, the politician was able to get enough votes only in one of the 38 required states, and aims to emphasize the politician's failure. For an average Ukrainian listener or reader, the procedure of the US election campaign is rather an unfamiliar topic, and therefore these figures do not carry any informative load for them. The full semantic and expressive load of this phrase can be conveyed in Ukrainian only with the help of descriptive translation or explanation in non-textual elements. Perhaps that is why the translator decided to omit this 'label' in translation, which to some extent led to the levelling of the pragmatic potential of the whole statement:

*Phil Bredesen is an absolute total tool of Chuck Schumer. He is a tool of Chuck Shumer and, of course, the MS-**13 lover Nancy Pelosi" (Trump)** (FN). – Філ Бредесен – це інструмент в руках Чака Шумера. Він є інструментом Чака Шумера і, звичайно, Ненсі Пелосі.".*

Speaking out against the leader of the minority faction in the House of Representatives, 79-year-old Nancy Pelosi, during a congress in Nashville, Tennessee, Donald Trump uses the abbreviation "MS-13". Every American knows that the acronym stands for "Mara Salvatrucha," which is a slang name for "El Salvador Ants," and is used to refer to one of the most brutal criminal groups in the world, active in the United States, Mexico, El Salvador and other countries. For the Ukrainian addressee, this name, and especially the abbreviation, does not say anything. This should be taken into account when translating. Moreover, it is quite difficult to preserve the internal

form of the nickname "the MS-13 lover Nancy Pelosi" in Ukrainian translation. As in the previous example, the interpreter decided not to overburden translation with verbose explanations.

Stylistic substitution means changing the linguistic expression to similar in their functions linguistic expressions of the target culture. This strategy takes place when the translator does not have corresponding stylistic means for reproducing certain images from the original text. Thus, they substitute these expressions for others, more appropriate and more natural for their language in order to achieve the communicative and expressive functions of the source message and not to lose the emotional load carried by the initial expression.

The use of this strategy may also be substantiated by pragmatic and semantic inconsistencies between invectives in source language and their dictionary equivalents in target language. These units may be equivalent in some context, but have different traditions of use in different cultures, acquire different connotations in the same context, or simply sound unnatural for the target audience.

*The fact is that I've gone head-to-head with Putin and made it clear to him, we're not going to take any of his stuff. **He's Putin's puppy.** He still refuses to even say anything to Putin about the bounty on the heads of American soldiers" (FN). – Я зустрічався віч-на-віч із Путіним і твердо заявляв йому, що ми не прийматимемо його нісенітниць. Він же є маріонеткою Путіна. Він і досі відмовляється навіть сказати що-небудь Путіну за винагороду за голови американських солдатів*

At the presidential debates this year Joe Biden credited Donald Trump with failing to confront Russia, accusing the former US leader of being the "puppy" of Russian President Vladimir Putin. The translator substituted the invective "puppy" with the Ukrainian word «маріонетка», which, not being the dictionary equivalent of the initial word, still fully rendered the meaning of «weak-willed, cowardly person, who can get easily tricked or manipulated" and preserved the intended negative evaluation and expressiveness:

«Most of the politicians, almost all of them don't even know where they are, where they are being put, they know nothing about these people. This could be the great

Trojan Horse of all time» (Trump) (CNN). – *Більшість політиків, майже всі, не розуміються в поточній ситуації, в тому, куди їх призначають, вони нічого не знають про конкретних людей. Думаю, це найбільша міна сповільненої дії усіх часів"*

In his other campaign speech during the Republican convention in Green Bay, Wisconsin, Donald Trump strongly opposed the increase in the flow of migrants from Syria and his opponent – Hillary Clinton – who at the time was openly in favour of this question. Trump drew public attention to the fact that such a wave of refugees could play a nasty joke on the United States and likened this situation with the tragic fate of the ancient city of Troy, which was destroyed from within by the tricky move of the Greeks, who were able to enter the city and set it on fire with the help of a wooden horse. In the Ukrainian version of the translation, the allusion was reproduced by means of the functional equivalent "міна сповільненої дії", which managed to transfer the necessary image embedded in the original, and didn't lead to pragmatic levelling.

*While Bette Midler is a rather **unattractive woman**, I refuse to say that because I always insist on being politically correct* (CNN). – *Хоч Бетт Мідлер і повне страховисько, я все одно цього не скажу, тому що я завжди намагаюсь бути політично коректним.*

Ukrainian translators sometimes increase the level of emotionality of the Englishlanguage invective or even add their own invective in order to strengthen the communicative effect of the image. In the original message a source invective "rather unattractive woman", which is intended to carry a certain insult in the seemingly implicit form, and is only partly intensified with a modifier "rather", was rendered into Ukrainian with the expression "повне страховисько" which has strong negative expressive and evaluative meaning that is even more reinforced with the help of a diminutive suffix.

*It would seem very hard to obstruct justice for a crime that never happened! **Witch Hunt!*** (FN). – *Здавалося б, дуже важко перешкодити правосуддю за злочин, якого ніколи не було! **Кляте полювання на відьом!".***

On one of the responses to his opponents, Donald Trump used the metaphor of "Witch Hunt", which, in addition to its basic meaning in the historical context, in American political slang means an attempt of a group of politicians to unfairly accuse and punish their opponent. The translator transferred the expression with the help of a calque "полювання на відьом", which seems to be a well-motivated decision given that in the Ukrainian language this phrase is also well-known to denote "unjust persecution", and therefore fully contributes to the reproduction of this invective in translation, rendering all the necessary negative and evaluative connotations of the original metaphor

So, the study of lexical transformations in the translation of pejorative vocabulary in political texts reveals the nuanced challenges and strategies involved in conveying connotative meanings across languages. Through analyzing various translation techniques, such transliteration (1), calque (15), generalization (5), modulation (6), lexical substitution (1), concretization (1) it becomes evident that translators) navigate complex linguistic and cultural contexts to ensure accuracy and effectiveness in conveying the intended message. Understanding these lexical transformations is crucial for maintaining fidelity to the source text while accounting for cultural sensitivities and rhetorical nuances in the target language.

2.2. Grammatical transformations in the translation of pejorative vocabulary in political texts

Grammatical Transformation includes altering the grammatical structure of a sentence to better convey the pejorative meaning in the target language. This may involve changing the voice, tense, or sentence construction to preserve the negative implication or emphasis of the original text.

*And no matter how you cut it, when I - when I came out, **I hit immigration, I hit it very hard** (TNH). – I незалежно від того, як ви це розглядаєте, коли я – **коли я вийшов, я дуже сильно вдарив по імміграції.***

In the original statement, Trump uses a repetitive structure for emphasis - "when I - when I came out". This repetition is preserved in the translation, "коли я – коли я

вийшов", maintaining the speaker's emphatic style. This decision to retain the repetition in Ukrainian mirrors the emphasis found in the original speech, which is an interesting choice as translators might sometimes opt to simplify such structures for clarity. The grammatical transformations in the translation of Trump's statement on immigration from English to Ukrainian serve to preserve the original's emphatic tone, aggressive stance, and pejorative nuances. The Ukrainian translation omits the direct nickname "Lyin' Ted" and the specific insult "1 for 38 Kasich," opting instead for a more general description of the situation without directly translating the pejorative nicknames. The concept of "collusion" is implied through the context of teaming up, which is a softer approach that avoids the direct accusation of unethical behavior.

But **what he's doing here is more sinister** *(CNN).* – *Але те,* ***що він тут робить, більш зловісне.***

This example demonstrates a direct translation where the adjective "sinister" is effectively conveyed as "зловісне," maintaining the ominous tone of the original. The literal translation works well here because the concept of something being «sinister» has a clear, direct counterpart in Ukrainian, allowing the negative implications of the actions being described to be easily understood in the target language.

Trump ***took this fringe bigot with a few dozen followers and spread his message to 11 million people*** *(CNN).* – *Трамп* ***взяв цього маргінального фанатика з кількома десятками підписників і поширив своє повідомлення 11 мільйонам людей.***

The term "fringe bigot" is directly translated to "маргінального фанатика," which effectively conveys the pejorative nature of the individual's original standing. The direct translation of quantitative elements («a few dozen followers» to "кількома десятками підписників" and "11 million people" to "11 мільйонам людей") ensures that the scale of the action's impact is accurately represented in the target language.

...she is unbalanced ... she is a dangerous liar ... she is not a winner ... false statements of Clinton (CNN). – вона неврівноважена ... вона небезпечний брехун ... вона не переможець ... неправдиві заяви Клінтон.

The translations of «unbalanced» «dangerous liar» «not a winner,» and «false statements» are direct, maintaining the strong pejorative tone of the original English expressions. The term «unbalanced» directly translates to «неврівноважена» which accurately conveys the original's implications about mental or emotional stability. Similarly, «dangerous liar» is rendered as «небезпечний брехун» directly preserving the negative connotations regarding truthfulness and potential harm. The phrase «not a winner» straightforwardly becomes «не переможець» directly reflecting the original's intent to undermine perceived success or capability. Lastly, «false statements» is translated to «неправдиві заяви» precisely conveying the accusation of dishonesty. This direct translation approach ensures that the strong negative sentiments and personal attacks are fully preserved in the target language.

(Clinton) as you know / Most people know / she is a world-class liar (CNN). – Як ви знаєте / Більшість людей знають / вона брехун світового рівня.

The phrase «world-class liar» is translated as «брехун світового рівня,» which is a direct translation that maintains the original expression's pejorative strength and global scope of deceit. This literal translation strategy effectively conveys not just the accusation of lying but emphasizes the extent and skill with which the lying is purported to occur, likening it to a high level of proficiency. By using a literal translation, the target text upholds the speaker's intent to cast the individual in a profoundly negative light, suggesting an unparalleled capacity for dishonesty.

In both examples, the use of literal translation for pejorative expressions allows the negative and often personal attacks present in the source language to be directly mirrored in the target language.

*She took a little **short circuit in the brain** (CNN). – У неї сталося **коротке замикання в мозку.***

The Ukrainian translation retains the metaphorical nature of the phrase literally. This direct approach in translation preserves the pejorative nuance intended by the speaker, likening a mental lapse to an electrical short circuit, which conveys a sense of ridicule or diminishment of the subject's cognitive capabilities.

*From the start Donald Trump has built **his campaign on prejudice and paranoia.** (TNH). – З самого початку Дональд Трамп будував **свою кампанію на упередженнях і параної.***

The Ukrainian translation is direct and maintains the original's accusatory tone. By using the words «упередженнях» (prejudices) and «параної» (paranoia), the translation effectively conveys the negative portrayal of Trump's campaign strategies. The literal translation works well here, as the concepts of prejudice and paranoia are universally understood and can be directly translated without losing their pejorative connotations.

But all of these politicians that I'm running against now / they're trying to disassociate / I mean / you looked at Bush / it took him five days to answer the question on Iraq / He couldn't answer the question / He didn't know / I said / Is he intelligent? (CNN). – Але всі ці політики, проти яких я зараз виступаю / вони намагаються відмежуватися / я маю на увазі / ви дивилися на Буша / йому знадобилося п'ять днів, щоб відповісти на запитання щодо Іраку / він не міг відповісти на запитання / він не відповів Не знаю / я сказав / Він розумний?.

The literal translation effectively preserves the pejorative nuance directed at Bush and the other politicians. By directly translating phrases such as «it took him five days to answer the question on Iraq» and «He didn't know» the translator maintains the critical tone of the original speech. The questioning of Bush's intelligence («Is he intelligent?») is also directly translated, preserving the speaker's doubt and criticism.

So, grammatical transformations in the process of translation take place in the form of the following transformations: functional substitution, antonymic translation, expansion and contraction of form, transposition. In general, the number of transformations depends on the genre of the text.

2.3. Lexical and grammatical transformations in the translation of pejorative vocabulary in political texts

Complex lexical-grammatical transformations include antonymic translation, explication (descriptive translation) and compensation. Explication is a way of

conveying non-equivalent vocabulary, which consists in revealing the meaning of a unit with the help of a detailed description (in phrases and phrases).

(Romney) incompetent, nasty guy ... (Rubio) you're a joker and we don't want jokers in our administration ... (Romney) he's never going to win (FN). – (Ромні) некомпетентний, поганий хлопець ... (Рубіо) ти жартівник, і ми не хочемо жартівників у нашій адміністрації ... (Ромні) він ніколи не виграє

In this translation, the pejorative expressions «incompetent,» «nasty guy,» and «joker» are translated descriptively without using direct equivalents. Instead, the qualities are described in Ukrainian, such as «некомпетентний» (incompetent), «поганий» (nasty), and «жартівник» (joker). This descriptive approach allows for the conveyance of pejorative meaning without relying on direct linguistic equivalents. However, it may slightly dilute the impact of the original insults by expanding them into descriptive phrases.

The media is among the most dishonest groups of people I've ever met ... The NY Times is one of the dishonest outlets I've ever seen in my life (FN). – Засоби масової інформації є однією з найбільш нечесних груп людей, яких я коли-небудь зустрічав ... NY Times є одним із нечесних засобів масової інформації, які я коли-небудь бачив у своєму житті.

Here, the pejorative term «dishonest» is translated descriptively as «нечесних» (dishonest) without a direct equivalent. Similarly, «groups of people» is translated as «груп людей» (groups of people) instead of using a more pejorative term. The descriptive translation maintains the negative connotation of the original but presents it in a more elaborate manner, allowing for a nuanced understanding while preserving the pejorative tone.

I'm not a fan of Barack Obama ... These people are such liars ... stupidity of the U.S. ... we are going to get rid of Obamacare and we are going to repeal and replace it (FN). – Я не фанат Барака Обами ... Ці люди такі брехуни ... дурість США ... ми збираємося позбутися Obamacare, ми збираємося скасувати та замінити його.

In this translation, the pejorative term «liars» is translated descriptively as «брехуни» (liars), and «stupidity» is translated as «дурість» (stupidity), both without direct equivalents in Ukrainian. This descriptive approach emphasizes the negative attributes without relying on direct pejorative terms. However, it maintains the derogatory tone and effectively conveys the speaker's criticism.

I have one right next to the White House / right on the Potomac (and when the president lies / which is a perfect lie / just as he lied on Obamacare (FN). - ..у мене є один прямо біля Білого дому / прямо на Потомаку (і коли президент бреше / що є ідеальною брехнею / так само, як він брехав на Obamacare .

The translation provided employs descriptive translation strategy to convey the pejorative expressions used in the original speech. The phrase «right next to the White House / right on the Potomac» is translated as «прямо біля Білого дому / прямо на Потомаку.» This maintains the spatial proximity described in the original and adds specificity by referencing the location of the Potomac River. Regarding the pejorative remark about the president lying, the translation renders it as «і коли президент бреше / що є ідеальною брехнею / так само, як він брехав на Obamacare.» Here, the phrase «which is a perfect lie / just as he lied on Obamacare» is translated descriptively to maintain the pejorative tone and connotation. Overall, the translation effectively conveys the negative implications present in the original speech, employing descriptive language to capture the intended meaning and tone.

*And don't be distracted by his latest attempts **to muddy the waters** (CNN). – I не відволікайтеся на його останні спроби замутити воду.*

In this translation, the phrase «to muddy the waters» is rendered as «замутити воду,» employing a descriptive translation strategy. Rather than directly translating the idiomatic expression «muddy the waters» which might not convey the same meaning to a Ukrainian-speaking audience unfamiliar with the English idiom, the translator opts for a literal translation that captures the essence of the expression. The use of «замутити воду» effectively conveys the idea of creating confusion or obfuscation, which is the intended meaning behind «to muddy the waters» in the original English

speech. This approach ensures clarity and comprehension for the target audience while retaining the pejorative connotation associated with the expression.

And don't be distracted by his latest attempts to muddy the waters (CNN). – I не відволікайтеся на його останні спроби замутити воду.

In the given translation, the expression «to muddy the waters» is not explicitly present, as it seems to be a separate example provided for analysis. However, I'll address the translation of the phrase «to get allergic» in relation to the general context of translating pejorative language in speeches of American politicians. The phrase «Every time I think about Trump I get allergic» translates the pejorative sentiment indirectly by using the term «allergic» to express a negative reaction to Trump. While «allergic» does not directly correspond to a pejorative term, it conveys a strong negative sentiment or discomfort towards the subject. In this case, the translator has chosen a descriptive approach, opting to convey the negative connotation indirectly through the concept of an allergic reaction rather than employing a direct pejorative term. This strategy aims to maintain the intended meaning and tone of the original phrase while ensuring clarity and comprehensibility for the target audience.

Hillary Clinton is a bigot who sees people of color only as votes not as human beings worthy of a better future (FN). – Гілларі Клінтон – фанатик, який вважає кольорових людей лише виборцями, а не людей, гідних кращого майбутнього.

In this translation, the phrase «is a bigot» is rendered as «фанатик» which directly translates to «fanatic» in English. While «bigot» carries a strong pejorative connotation in English, the translation captures the negative sentiment by using a term that denotes extreme and intolerant views. Additionally, the phrase «sees people of color only as votes not as human beings worthy of a better future» is translated descriptively to maintain the pejorative tone and connotation. The translator chooses to directly translate the idea conveyed in English without using a specific pejorative term, likely to ensure clarity and understanding for the target audience. Overall, the translation effectively conveys the negative implications present in the original speech, employing a combination of direct and descriptive language to capture the intended meaning and tone.

CONCLUSIONS

Results. The notion of pejorative vocabulary encompasses words and expressions that convey negative connotations, aiming to belittle, criticize, or express disapproval towards individuals, groups, or concepts. These linguistic elements are powerful tools in communication, particularly in political discourse, where they are often employed to undermine opponents, sway public opinion, or reinforce divisive narratives. The use of pejorative language can significantly impact the tone, perception, and effectiveness of a message, making it a critical area of study in understanding the dynamics of language in persuasive communication.

Translating pejorative vocabulary in political texts presents a range of challenges and complexities, primarily due to the nuanced and context-dependent nature of language. Pejorative terms, designed to convey disapproval or to demean, are heavily influenced by cultural, social, and political contexts. These terms can carry connotations and implications that are difficult to replicate in another language, requiring translators to navigate linguistic subtleties and cultural sensitivities carefully.

One significant challenge is maintaining the intensity and tone of the original message. Pejorative language often serves not just to communicate a negative assessment, but also to evoke an emotional response in the audience. Translators must find target language equivalents that capture the source text's emotional weight without diminishing its impact or altering its intent. Additionally, political texts are laden with terms and references specific to a particular political culture or system.

In translating pejorative language, several linguistic strategies and approaches are utilized to navigate the challenges posed by negative connotations and cultural nuances. Key among these strategies are lexical substitution, grammatical transformation, literal translation, descriptive translation, and adaptation. Each of these strategies offers a different path to preserving the nuanced meaning and emotional impact of pejorative language across languages and cultures. The choice of strategy depends on the specific context of the translation, including the target audience, the nature of the text, and the translator's interpretation of the source material's intent.

Translating pejorative vocabulary in political contexts presents unique challenges that require both linguistic accuracy and cultural sensitivity. To improve the effectiveness of such translations, here are several recommendations:

− Understand the cultural context. Before translating, it's crucial to understand the cultural and historical context of both the source and target languages.

− Consider the impact. Reflect on the potential impact of the translated text on the target audience. The goal is to convey the original message's intent without unintentionally escalating tensions or offending.

− Use equivalence with caution. While finding equivalent terms in the target language is often sought after, be cautious of false friends or terms that might have a different intensity of connotation.

− Use of annotations or footnotes. When direct translation risks losing the term's nuanced meaning or could be misinterpreted, consider using annotations, footnotes, or endnotes to provide additional explanation or context.

− Seek feedback from native speakers. Engaging with native speakers of the target language who also have an understanding of the political context can provide valuable insights into the nuances of pejorative terms and how they might be received.

Prospects or ideas for possible further research in the area. Further research in translating pejorative vocabulary in political contexts offers promising avenues for exploring language, culture, and communication. Prospective studies could examine the impact of translation strategies on audience interpretation, conduct cross-cultural analyses to understand universal and culture-specific nuances, and delve into the ethical considerations faced by translators. Additionally, investigating the role of machine translation, psycholinguistic studies on perception of pejorative language, and developing effective translator training programs are crucial areas for future exploration. By delving into these areas, researchers can deepen our understanding of translating politically sensitive language and contribute to improved communication across diverse audiences and cultures.

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ANNEXES

ANNEX A

	Англійське речення	Український переклад
1	And NATO countries are now paying hundreds of billions of dollars more than when I arrived just a few years ago. It was very **unfair.**	І країни НАТО зараз платять на сотні мільярдів доларів більше, ніж тоді, коли я прибув лише кілька років тому. Це було дуже **несправедливо.**
2	I have a great relationship with the **blacks**	У мене чудові стосунки з **чорними**
3	I've always had a great relationship with the **blacks**	У мене завжди були чудові стосунки з **чорними**
4	So let me begin by stating that these **illegal caravans** will not be allowed into the United States, and they should turn back now, because they're wasting their time.	Отже, дозвольте мені почати з того, що ці **нелегальні каравани** не будуть допущені до Сполучених Штатів, і вони повинні повернути назад зараз, тому що вони марнують свій час.
5	**Illegal immigration** hurts American workers; burdens American taxpayers; and undermines public safety; and places enormous strain on local schools, hospitals, and communities in general, taking precious resources away from the poorest Americans who need them most.	**Нелегальна імміграція** шкодить американським робітникам; обтяжує американських платників податків; і підриває громадську безпеку; і створює величезне навантаження на місцеві школи, лікарні та громади в цілому, забираючи дорогоцінні ресурси у найбідніших американців, які їх найбільше потребують.
6	And no matter how you cut it, when I - when I came out, **I hit immigration, I hit it very hard**.	І незалежно від того, як ви це розглядаєте, коли я - **коли я вийшов, я дуже сильно вдарив по імміграції.**
7	Now, everybody's coming to me, they're all trying to say, well, he's right, we have to come to him. I hit other things. I talked about Muslims. We have a problem. Nobody else wanted to mention the problem, I brought it up. I took a lot of heat.	Тепер усі приходять до мене, всі намагаються сказати, ну, він правий, ми мусимо звернутися до нього. Я зачепив інші теми. Я говорив про мусульман. У нас є проблема. Ніхто інший не хотів згадувати про цю проблему, я порушив її. Я зазнав багато критики.

|		
8	We're going to take care of people that are dying on the street because there will be a group of people that are not going to be able to even think in terms of private or anything else and we're going to take care of those people.	Ми попіклуємося про людей, які помирають на вулиці, адже буде група людей, які навіть не зможуть думати у термінах приватного чи будь-чого іншого, і ми попіклуємося про цих людей.h
9	And I think everybody on this stage would have to agree you're not going to let people die, sitting in the middle of a street in any city in this country.	І я думаю, кожен на цій сцені мусить погодитися, що ви не дозволите людям помирати, сидячи посеред вулиці в будь-якому місті цієї країни.
10	These policies lead to the release of **illegal aliens** into our communities after they've been apprehended.	Ця політика призводить до звільнення **нелегальних іноземців** у наші громади після їх затримання
11	We're moving in tremendous numbers of people to get out the MS-**13 gangs** and others **gangs** that illegally come into our country.	Ми направляємо величезну кількість людей, щоб вивести **банди MS-13 та інші банди**, які незаконно проникають у нашу країну.
12	*Lyin' Ted Cruz and 1 for 38 Kasich are unable to beat me on their own so they have to team up (collusion) in a two on one. Shows weakness! (Trump).*	*У Брехливого Теда Круза і Джона Кейсика не вистачило сил, щоб перемогти мене самотужки, тому їм довелося об'єднатись удвох проти одного. Вияв слабкості! – lexical substitution*
13	Now, everybody's coming to me, they're all trying to say, well, he's right, we have to come to him. I hit other things. I talked about Muslims. We have a problem. Nobody else wanted to mention the problem, I brought it up. I took a lot of heat.	Тепер усі приходять до мене, всі намагаються сказати, ну, він правий, ми мусимо звернутися до нього. Я зачепив інші теми. Я говорив про мусульман. У нас є проблема. Ніхто інший не хотів згадувати про цю проблему, я порушив її. Я зазнав багато критики.
14	Mitt (Romney) is a failed candidate / he failed / he failed / horribly…. He ran a horrible campaign … he was horrible in the 3d debates / horrible … the 2d was a great catastrophe	Мітт (Ромні) невдалий кандидат / він провалився / він провалився / жахливо…. Він провів жахливу кампанію ... він був жахливим у 3D дебатах / жахливо ... 2D був великою катастрофою

15	I'm not a fan of Barack Obama ... These people are such liars ... stupidity of the U.S. ... we are going to get rid of Obamacare and we are going to repeal and replace it	Я не фанат Барака Обами... Ці люди такі брехуни... дурість США... ми збираємося позбутися Obamacare, скасувати та замінити його
16	(Romney) incompetent, nasty guy ... (Rubio) you're a joker and we don't want jokers in our administration ... (Romney) he's never going to win	(Ромні) некомпетентний, поганий хлопець ... (Рубіо) ти жартівник, і ми не хочемо жартівників у нашій адміністрації ... (Ромні) він ніколи не виграє
17	The media is among the most dishonest groups of people I've ever met … The NY Times is one of the dishonest outlets I've ever seen in my life	Засоби масової інформації є однією з найбільш нечесних груп людей, яких я коли-небудь зустрічав ... NY Times є одним із нечесних засобів масової інформації, які я коли-небудь бачив у своєму житті
18	I'm not a fan of Barack Obama ... These people are such liars ... stupidity of the U.S. ... we are going to get rid of Obamacare and we are going to repeal and replace it	Я не фанат Барака Обами ... Ці люди такі брехуни ... дурість США ... ми збираємося позбутися Obamacare, ми збираємося скасувати та замінити його
19	Obama is totally incompetent ... inept president ... Horrible and incompetent group that we have in Washington / They're absolutely terrible / it doesn't ge worse / it can't get worse	Обама абсолютно некомпетентний ... невмілий президент ... Жахлива і некомпетентна група у Вашингтоні / Вони абсолютно жахливі / гірше не буває / гірше бути не може
20	President Obama has weakened our military ... logic was replaced by foolishness - Президент	Обама послабив нашу армію... логіка була замінена дурістю
21	Mitt was looking for zoning 49 car garage or something in California - 23.	Мітт шукав зонування гаража на 49 машин або щось подібне в Каліфорнії
22	He (Obama) plays more golf than professionals	Він (Обама) грає в гольф більше, ніж професіонали
23	We have Kerry that goes on bicycle races / he's in bicycle race / he's 73 years old / 73 years old! / And I said it the last time I spoke / I swear to you I will never enter a	У нас є Керрі, який їздить на велогонки / він бере участь в велогонках / йому 73 роки / 73 роки! / І я сказав це востаннє, коли говорив / Я

	bicycle race if I'm president	клянусь вам, що ніколи не візьму участь у велогонках, якщо буду президентом
24	(Clinton) as you know / Most people know / she is a world-class liar	(Клінтон), як ви знаєте / Більшість людей знають / вона брехун світового рівня
25	How are these people gonna lead us	Як ці люди нас поведуть
26	Obama is going to be out playing golf / He might be on one of my courses / I would invite him / I actually would say / I have the best courses in the world / so I'd say / you what / if he wants to	Обама збирається пограти в гольф / Він може бути на одному з моїх полів / Я б запросив його / Я б насправді сказав / У мене найкращі поля в світі / тому я б сказав / ти що / якщо він хоче
27	she is unbalanced … she is a dangerous liar … she is not a winner … false statements of Clinton	вона неврівноважена … вона небезпечний брехун … вона не переможець … неправдиві заяви Клінтон
28	How are we gonna go back and make it great again?	як ми повернемося і зробимо все чудовим знову?
29	It was terrible	Це було жахливо
30	it's virtually useless	Це практично марно
31	It is a disaster	Це катастрофа
32	They don't have a clue	Вони не мають поняття
33	They can't even answer simple questions	Вони навіть не можуть відповісти на прості запитання
34	*The biggest problem this world has is nuclear proliferation. And we have a country out there - North Korea which is **sort of wacko**, not a **bunch of dummies** - and they are going out and they are developing nuclear weapons" (Trump).*	*Розповсюдження ядерної зброї – це найбільша проблема цього світу. Однак, маємо і такі країни, як Північна Корея, керівництво якої хоч і **ексцентричне**, але **точно не дурне** – і вони не такі як усі, вони продовжують розробляти ядерну зброю*
35	We will lose jobs employment. we will lose taxes. we will lose our country	Ми втратимо роботу. ми втратимо податки. ми втратимо свою країну
36	But all of these politicians that I'm running against now / they're trying to disassociate / I mean / you looked at Bush / it took him five days to answer the question on Iraq / He couldn't answer the question / He didn't know / I said / Is he	Але всі ці політики, проти яких я зараз виступаю / вони намагаються відмежуватися / я маю на увазі / ви дивилися на Буша / йому знадобилося п'ять днів, щоб відповісти на запитання щодо Іраку / він не міг відповісти на

	intelligent?	запитання / він не відповів Не знаю / я сказав / Він розумний?
37	*From the start Donald Trump has built **his campaign on prejudice and paranoia.***	*З самого початку Дональд Трамп будував **свою кампанію на упередженнях і параної.***
38	He **is taking hate groups mainstream.**	Він **робить групи ненависті мейнстрімом.**
39	*She took a little short circuit in the brain*	*У неї сталося коротке замикання в мозку*
40	But **what he's doing here is more sinister.**	Але те, **що він тут робить, більш зловісне.**
41	Trump **took this fringe bigot with a few dozen followers and spread his message to 11 million people.**	Трамп **взяв цього маргінального фанатика з кількома десятками підписників і поширив своє повідомлення 11 мільйонам людей.**
42	He **promoted the racist lie that** President Obama is not really an American citizen...	Він **пропагував расистську брехню** про те, що президент Обама насправді не є американським громадянином...
43	He **described Mexican immigrants as rapists and criminals.**	Він описав **мексиканських іммігрантів як ґвалтівників і злочинців.**
44	A man with a long history of racial discrimination, **who traffics in dark conspiracy theories drawn from the pages of supermarket tabloids and the far / dark reaches of the internet /** should never run our government or command our military.	Людина з довгою історією расової дискримінації, **яка продає темні теорії змови, взяті зі сторінок таблоїдів супермаркетів і далеких / темних куточків Інтернету /** ніколи не повинна керувати нашим урядом або командувати нашою армією. Развернутая метафора, в которой реализуется повтор лексемы 'dark'.
45	Someone so **detached from reality** should never be in charge of making decisions that are as real as they come.	Хтось, настільки відірваний від реальності, ніколи не повинен відповідати за прийняття настільки ж реальних рішень, якими вони є.
46	I have one right next to the White House / right on the Potomac (and when the president lies / which is a perfect lie / just as he lied on Obamacare .	..у мене є один прямо біля Білого дому / прямо на Потомаку (і коли президент бреше / що є ідеальною брехнею / так само, як він брехав на Obamacare .
47	And don't be distracted by his latest attempts **to muddy the waters.**	І не відволікайтеся на його останні спроби замутити воду.

48	He would form a deportation force **to round up millions of immigrants and kick them out of the country.**	Він сформував би депортаційні сили, щоб зібрати мільйони іммігрантів і вигнати їх із країни.
49	Every time I think about Trump I get allergic.	Кожен раз, коли я думаю про Трампа, у мене виникає алергія.
50	Hillary Clinton is a bigot who sees people of color only as votes not as human beings worthy of a better future	Гілларі Клінтон - фанатик, який вважає кольорових людей лише виборцями, а не людей, гідних кращого майбутнього

Translation transformations (50 sentences)
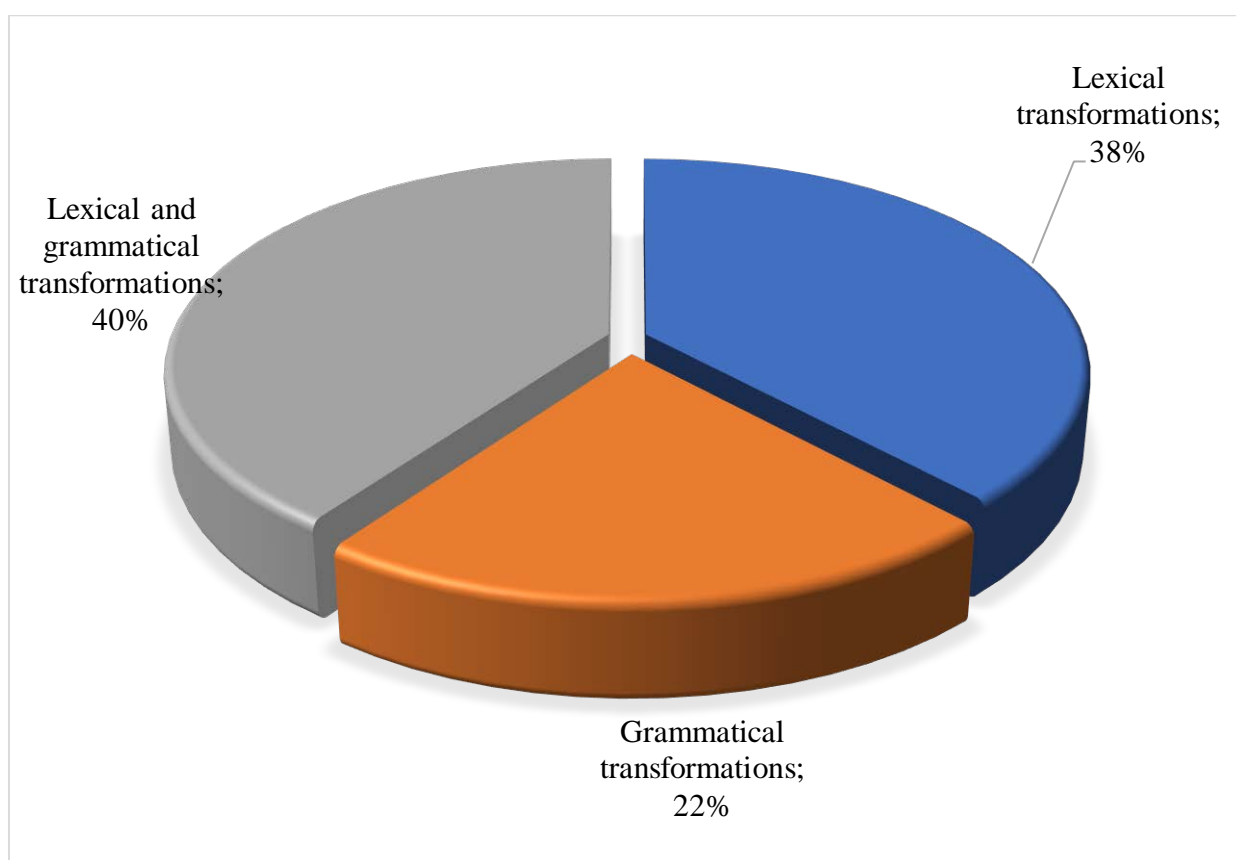
At this very moment, large, well-organized caravans of migrants are marching towards our southern border. Some people call it an "invasion." It's like an invasion. They have violently overrun the Mexican border. You saw that two days ago. These are tough people, in many cases. A lot of young men, strong men. And a lot of men that maybe we don't want in our country. But again, we'll find that out through the legal process.

But they've overrun the Mexican police, and they've overrun and hurt badly Mexican soldiers. So this isn't an innocent group of people. It's a large number of people that are tough. They've injured, they've attacked, and the Mexican police and military has actually suffered. And I appreciate what Mexico is trying to do.

So let me begin by stating that these illegal caravans will not be allowed into the United States, and they should turn back now, because they're wasting their time. They should apply to come into our country. We want them to come into our country very much. We need people to help us, with all of these companies that are coming in. We've never had anything like this. We have car companies coming in. We have Foxconn — so involved with the manufacturing of Apple products — coming in in Wisconsin. We have a lot of companies coming in, but they have to apply, and they have to be wonderful people that are going to love our country and work hard.

У самий цей момент великі, добре організовані каравани мігрантів маршрутами прямують до нашого південного кордону. Деякі люди називають це "вторгненням". Це схоже на вторгнення. Вони насильно прорвалися через мексиканський кордон. Ви бачили це два дні тому. Це справді важкі люди, у багатьох випадках. Багато молодих чоловіків, сильних чоловіків. І багато таких чоловіків, яких, можливо, ми не хочемо в нашій країні. Але, знову ж таки, ми дізнаємося про це через правовий процес.

Але вони прорвали мексиканську поліцію, і вони вкотре тяжко поранили мексиканських солдатів. Так що це не невинна група людей. Це велика кількість людей, які важкі. Вони поранили, вони атакували, і мексиканська поліція і війська зазнали значних втрат. І я вдячний за те, що Мексика намагається робити.

Тому дозвольте мені почати з того, що ці нелегальні каравани не будуть допущені до Сполучених Штатів, і їм слід повернутися зараз, бо вони марнують свій час. Їм слід подати заявку на в'їзд до нашої країни. Ми дуже хочемо, щоб вони прийшли до нашої країни. Нам потрібні люди, які допоможуть нам з усіма цими компаніями, що приходять. Ми ніколи раніше не мали чогось подібного. У нас є автомобільні компанії, що приходять. У нас є Фокскон, який дуже займається виробництвом продуктів Apple, що приходить в Вісконсін. У нас є багато компаній, які приходять, але вони мають

And we've already dispatched, for the border, the United States military. And they will do the job. They are setting up right now, and they're preparing. We hope nothing happens. But if it does, we are totally prepared. Greatest military anywhere in the world, and it's going to be, and is now, in great shape. No longer depleted like it was when I took over as the President of the United States.

подати заявку, і вони мають бути чудовими людьми, які будуть любити нашу країну і працювати наполегливо.

І ми вже направили військових для охорони кордону. Вони займаються цим прямо зараз і готуються. Ми сподіваємося, що нічого не станеться. Але якщо щось станеться, ми абсолютно готові. Найкраща армія у світі, і вона буде, і вже є, в прекрасній формі. Більше вона не обшарпана, як вона була, коли я став Президентом Сполучених Штатів.

РЕЗЮМЕ

У курсовому дослідженні аналізуються способи перекладу англійської пейоративної лексики у політичних текстах українською мовою. Воно розкриває складнощі, з якими стикаються перекладачі при роботі з емоційно забарвленою та негативно конотованою лексикою, характерною для політичного дискурсу. Аналізуються різні підходи до перекладу: дослівний, адаптивний та описовий, і вказуються їхні переваги та недоліки у контексті збереження первинного емоційного навантаження та конотацій. Особлива увага приділяється вибору стратегій, які дозволяють досягти максимальної відповідності між оригіналом і перекладом, зберігаючи при цьому культурну специфіку та звичаї мовної аудиторії-реципієнта. Результати дослідження можуть бути корисними для фахівців у сфері перекладу, лінгвістів, а також для тих, хто займається вивченням політичного дискурсу.

Ключові слова: *pejorative vocabulary, political texts, translation methods, emotional stress, English-Ukrainian translation.*