

PECULIARITIES OF TRANSLATION OF MODERN PUBLIC SPEECHES

The rapid development of society and the expansion of intercultural ties have a significant impact on all spheres of human activity. Under such conditions, the constant exchange of information becomes an integral part of today. At the same time, the ability to negotiate, the ability to communicate to the listener, interlocutor or even the whole audience, persuade and confuse, persuade and shock, refute the arguments of the opponent, while attracting his supporters and those who have taken a neutral position, the ability to make unexpected new friends and at the same time make fierce enemies, the skill that allows you to please and drive yourself crazy – this is a unique sometimes conscious, and sometimes casual manipulation of words is one of the most important and integral features of a successful man today.

When studying public speeches, scholars use a wide range of private linguistic methods and the following general scientific methods: descriptive, statistical, comparative and modeling. A speech is a pre-prepared sharp political speech with positive or negative assessments, specific facts, plans and prospects, etc. As a rule, this is a public attempt to convince the audience of the feasibility of a particular idea.

A significant place among the lexical methods of public speaking belongs to metaphor. Metaphor – a word or expression used figuratively, which is based on an unnamed comparison of the subject with any other on the basis of their common feature. In the language of public speaking, the metaphor lies on the border of the individual and the general. This is due to the fact that there is a kind of intertwining, on the one hand, political science, legal, economic vocabulary and terminology, and on the other – the expressive and evaluative vocabulary of texts intended for a wide audience. In speeches, metaphors circulate passing from text to text with the same emotional and evaluative color. Each genre of public speech differs from others in duration, structure, content, image of the speaker and the image of the addressee.

Information-analytical methods of content analysis, being a kind of calculation method and the basis for various software products, becomes a mandatory method of public speaking research, as it allows external – quantitative – characteristics of the text at the level of words and phrases to identify that part of the content plan can be understood as a result of acquaintance with the text, and also to draw conclusions about features of thinking and consciousness of the author of the text.

Note a significant number of linguistic studies that use a comparative approach. For example, in the last decade, many PhD theses have focused on comparative studies of American and European presidential speeches.

Analyzing the lexical level of language, it is important to identify keywords, to observe changes in their composition and meaning; to find out the reasons for the emergence of new meanings that have absorbed the meaning, individuality of the author and the spirit of the time. We will add that clarification of lexical and semantic connections of key words will allow making further the individual dictionary of the speaker, the explanatory dictionary of his language.

We believe that when describing a linguistic personality, one should pay attention to the discursive articulation of the collective and the individual, the ratio of individual creativity and social determinism, the combination of informativeness and factuality, etc. In addition, it is important to study discursive ways of constructing identity in special texts.

Thus, linguists studying public speeches should generalize the verbal technique of public speech and develop criteria for the analysis and evaluation of speech; to study the philological history of speeches as a single process of continuity and neoplasms, to identify cultural norms of argumentation; which will allow further qualified assessment of the rhetorical competence of modern public speeches.

For example, the texts of political speeches contain metaphors, similes, hyperboles, quotations, and clichés. The purpose of a translator is to accurately transfer all shades of stylistic techniques from the source language to the target language.

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УДК 81'37'367.625

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АНТРОПОНІМІКА АНГЛІЙСЬКОЇ ТА УКРАЇНСЬКОЇ МОВ: КОМПАРАТИВНИЙ АНАЛІЗ

1. Прізвища як один із компонентів ідентифікації людини становлять важливий пласт антропонімікону будь-якої мови. Система англійських та українських прізвищ, особливо у розрізі їхньої структурно-семантичної характеристики, пройшла довгий і тривалий процес свого формування та