TRANSLATION STRATEGIES OF POLITICAL MEDIADISCOURSE

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Abstract. This article analyses political communication and translation strategies of political discourse. Social media has become an important tool for political communication. Politicians have embraced different media platforms to dominate in power contest by shaping perception of their political image. Twittering is one of the effective way of expressing thoughts, promoting ideas, discussion of sensitive issues. English is universal language for tweets and translation of instant messages is quick way to spread information and increase awareness on political and social changes. This article examines linguistic features of tweets and their translation into Russian. The need of extended research in the field of translation of social media content identify the main purpose of research which is based on analysis of effective translation techniques that ensure adequate translation of tweets from English into Russian. Content analysis was employed to describe distinctive features of political and mediadiscourse. Results of translation analysis identify the role of translation in regulation of international relations as well as the relevance of translator's background knowledge on communicative situation in establishing successful cross-cultural communication. Results of the research can contribute to the further investigation of translation in social media and be used in Media Studies, International Journalism and International Relations.

Keywords: political communication, political discourse, Twitter, tweet, translation strategies, translation analysis, source language (ST), target language (TT).

Basic provisions

Connection between politics and language is justified by the fact that all types of political system are primarily based on communication. Media today is not just medium of political communication but "the environment of its existence". Twitter as well-known microblogging platform became one of the unique ways to build political communication. In 2013 Foreign minister of Iran turned to Twitter to announce about signing preliminary agreement on Iran nuclear program after long negotiations with UN Security Council states. Message (tweet) was posted in English and reached all interested parties including international mass media which later released news in their local languages through news outlets. Platform offers "Translate Tweet prompt" under each text for its 400 million users but automatic translation has to deal with difficulties of having little or no context. Human translation is still

relevant as along with its informative purpose, it is also used for interpretation of political issues and prognosis of future political developments.

Translation of social media content is relatively new area of study. In comparison with other social networks that delivers mostly audiovisual information, text messaging platform Twitter is not that popular in Russian speaking cognitive communication space. Although the popularity of statements made via tweets increases the need in translation. Having patterns of hybrid genre (instant messaging and microblogging), tweet is limited in characters. Character limit in SL and pictograms in the content of the message, abbreviations, hashtags, excessive internet slangs and idiomatic expressions make translation a daunting challenge to fit in the format of original tweet.

Political discourse circulated in social media encourages addressees to certain action and anticipated reaction to received information. Therefore, translated tweet should bring the same pragmatic effect on TL readers as its original version to SL readers. Translators' knowledge about communicative situation and its participants i.e. *politician* (addresser) and *electorate* (addressee) is crucial, especially in translation of linguistically challenged media texts of tweets.

Translation process of tweets starts with pre-translation analysis which requires understanding of communicative situation, background knowledge about participants of communication. Information about addresser helps to identify motive and intention of the sender, therefore style, register, illocutionary function of tweets.

From the linguistic perspective main features of political discourse: mass addressee, emotiveness of text, phaticity of message, ambiguity of sense and esoteric characteristics. All these patterns pose challenge to translation process and application of effective strategies. Microblogging text do not follow traditional structure of formal text formats. There is a need of character-conserving writing style. Strategies of that style are used to save space for characters and to reduce typing efforts. They include abbreviations, non-conventional spellings, shortenings, omission of punctuations. Along with textisms, translation of tweets is challenged by hashtags, abbreviations and out-of-vocabulary words.

Introduction

According to A.P. Chudinov political communication is a speech activity "focused on promotion of certain ideas, emotional impact on individuals by encouraging them to take political action, to develop public consent, and contribute to socio-political decisions" [1, p.256]. Communication per se is an umbrella term that covers all the aspects of interaction in social context as well as discursive act between participants of that communication.

Explaining reasons of sociocultural change, globalization and political discourse through inquiry into the studies of language, ideology and power, Fairclough considers discourse as a "power" which become operative within a particular "assemblage" with other powers. Discourse is explained also as a

cognitive process associated with speech production which has a definite finished and fixed form. A social and cultural analysis of discourse is presented in the theory of T. V. Dijk and helps to place this notion to broader perspective of the social sciences [2, p.18].

In its turn political discourse is identified as a status-oriented institutional discourse by classification of V.I. Karasik [3, p.185]. Institutional discourse always has two main participants of communication i.e. addresser and addressee. Sender in political discourse usually dominates over receiver and has more important role in communication process. Identifying roles of participants in communicative situation, A. Islam states that addressee has either active or passive role in communication process. Active addressee takes part in discussions, shares opinion, asks questions and gives responds i.e. is equal to the addresser. Passive addressee is participant of the conference or electorate, someone who expresses his/her implicit opinion in discourse [4, p.47].

Emphasizing the role if social media in emerging new forms of communication translation of social media content is relatively under-researched. Having analyzed crowdsourced or collaborative translation on social media platforms we suggest that crowdsourcing is not a new phenomenon in translation stating that Old Testament as one historical example. The role of tweet translation in political engagement and social activism is described in a number of modern studies.

Description of materials and methods

Research is designed to explore the effectiveness of translation transformations in rendering English tweets into Russian.

Political discourse in tweets posted by 44th President of the US, Barack Obama, 45th President of the US, Donald Trump other political and social figures and their official translation provided by professional translators in state news outlets serve as research material.

B. Obama is quite active politician in social media. He used Twitter account during presidential campaign and after completion of his terms actively posted tweets in support of Hillary Clinton during her presidential election. Obama has posted one of the top ten retweeted tweets and his account one of the most followed Twitter accounts in the world. Topics of his tweets varies from personal to political issues and expressed both in anecdotal and philosophical manner. Most of them are formal and share positive sentiment.

Since Donald Trump joined Twitter in 2009, he became phenomenal US President who skillfully used Twitter to spread his messages and gain popularity among electors. He used Twitter not only to share his thoughts about particular issue but also to post important official statements. The reason of his active performance in social media is the fact that he blamed traditional media in releasing "fake news". As McLuhan states "any technological breakthrough is extension of our body" [5, p.17]. Trump used Twitter to let the whole world to hear his own voice. His style is short, emotional statements with exclamation

marks. Syntax of his tweets do not follow rules of standard English. There are grammatical errors and sentences end with wrongly placed punctuation marks. Analysis of Trump's tweets left us with the feeling that he always tweeted exactly what he thought at that moment and submitted them without editing. After the attack to the Capitol on January 6, Trump's account was permanently suspended.

Content analysis of ST shows linguistic features of political discourse in tweets. Tweeting is monological but the *twitterer* (addresser) always gets the feedback from *followers* (addressee) in forms of *likes, comments, retweeting or* indexing messages with twitterer's *hashtag*. Quantitative method conducted by SMM (social media monitoring) tool, Mediatoolkit, provides numerical data of certain hashtags used in Twitter. Comparative analysis of ST and in TT helps to identify types of translation equivalence. Data collected from translation analysis of TT show lexical and semantic transformations used in cases where dictionary definition of units in ST is absent in TL or cannot be used due to the context.

Results and discussion

The authors analyzed political discourse in tweets posted by US former Presidents, political and social leaders. The study is based on transformation theory proposed by V.N. Komissarov and considers examples posted in official Twitter accounts of D.Trump, B.Obama, B.Clinton, A.Milano, B.Sanders.

ST: *Democrats can't find a Smocking Gun tying the Trump campaign to Russia after James Comey's testimony. No Smocking Gun...No Collusion. @FoxNews That's because there was NO COLLUSION* [6].

TT: *Демократы не могут найти дымящегося пистолета, связывающего (президентскую) кампанию Трампа с Россией... Дымящегося пистолета нет... СГОВОРА НЕ БЫЛО. Это потому, что СГОВОРА НЕ БЫЛО* [6].

Analysis: Tweet was posted after the hearing of James Comey in Congress. Former FBI director was dismissed by Donald Trump in May 2017 for handling of investigation over Hillary Clinton's emails during presidential campaign in 2016. But the true reason of his dismissal, as it was revealed later, was Comey's investigation of Russian interference to US presidential election. After being fired, former James Comey leaked classified memos to the media announcing the content of private meetings with D. Trump. Later he was criticized for violation of DOJ (Department of Justice) regulations. Tweet states that results of Comey's testimony didn't provide any clear evidence on alleged connection of D.Trump with Russia.

Merriam-Webster dictionary identifies "Smoking Gun" as "something that serves as conclusive evidence or proof (as of a crime or scientific theory)". Word is misspelled as "smocking" means a "decorative embroidery or shirring made by gathering cloth in regularly spaced round tucks" (Merriam-Webster, n.d.). Russian translation of "smocking" is "мелкие сборки, фигурные буфы" or "мужской вечерний костюм, смокинг". As we mentioned above,

misspelling is natur for online conversations. However, translator should check misspellings first in ST in order to avoid inadequate translation in TT. Finding out the correct word requires the context. TT offers translation of "smoking gun" as "дымящийся пистолет". In addition, "Trump campaign" is translated as "(президентская) кампания Трампа" specifying in brackets that the "campaign" was presidential in TT.

ST: *Despite the constant negative press covfefe* [7].

TT: ***Несмотря на постоянное негативное (в прессе) ковфефе*** [7].

Analysis: One of the most famous tweets of D. Trump that gained over 150 likes and was retweeted 120 times in 5 hours on the President's account. Trying to guess true "sense" of neologism, media representatives and celebrities posted their own "interpretation" and correct pronunciation of "covfefe". It is suggested that President intended to write about "negative press coverage". Tweet was translated and commented by several online news outlets. In TT "covfefe" is transliterated to "**ковфефе**".

SL: *Welcome to @Twitter, @POTUS! One question: Does that username stay with the office? #askingforafriend*

President Obama @POTUS44 Replied: @BillClinton

Good question, @billclinton. The handle comes with the house. Know anyone interested in @FLOTUS? [8].

TT1: *Добро пожаловать в Twitter, @POTUS! Один вопрос: этот ник останется при администрации [президента]?*

Хороший вопрос, @billclinton. Ник прикреплен к Белому дому. Не знаешь кого-нибудь, кто бы заинтересовался аккаунтом @FLOTUS? [8].

TT2: *Хороший вопрос, @billclinton. Ручка идет в комплекте с домом. Не знаешь кого-нибудь, кому нужен аккаунт @FLOTUS?* [9].

Analysis: After Barack Obama posted his first tweet via official presidential @POTUS account he received number of welcoming comments. By welcoming B. Obama in Twitter, Bill Clinton tags official account of US President by using abbreviation "POTUS" which is acronym to "President of the United States". TT preserves abbreviation in English. Definition is provided in body text of news and translated as "президент США". The same with second abbreviation, @FLOTUS (First Lady of the United States) – "первая леди США".

Translation of "username" – "имя пользователя" is translated as internet jargon - "ник", shortened form of English "nickname". Tweets share the spontaneity and expressiveness of spoken language. Translator's choice of the word "ник" is justified by the fact that TT1 should make the same pragmatic effect to addressee in TT as it does in ST. "Office" in English is identified as "a special duty, charge, or position conferred by an exercise of governmental authority and for a public purpose". Russian translation suggests several variants: "служба", "должность", "пост", "кабинет", "министерство". TT1 suggests Russian equivalent of "office" is "администрация" and it is specified in brackets as presidential in TT. In both cases translator chose suitable words in TT1 through logical extension of the meaning. Equivalence in translation is

semantic proximity of source and target texts which can be achieved in translation process. "The handle comes with the house" – in TT1 "Ник прикреплен к Белому дому" is the first type of equivalence and the purpose is to convey aim of communication. In TT2 - "Ручка идет в комплекте с домом"– is second type translation equivalence, purpose is not only to render aim of communication but also to describe the situation in ST.

ST: *I'm proud of women for sharing their stories on #MeToo but we need a shift about how we talk about sexual assault so i'm starting #HimThough* [10].

TT:*"Я горжусь женщинами, которые рассказывают свои истории в рамках "МеТоо", но нам необходимо иначе освещать тему сексуального насилия, поэтому я начинаю #HimThough"* [10].

Analysis: Social movement "Me too" was first discussed in social media in 2006 after Harvard University published the case study about sexual assault survivor. In 2017 actress Alyssa Milano tweeted her story and encouraged women to use hashtag *#MeeToo* to her post if they want to share their experiences. Then the hashtag went viral through social media, predominantly in Twitter. It was used more than 200.000 times in one day and 19 million times in one year. The purpose of the movement is to raise public awareness about sexual violence against women and to increase empathy over survivors and victims. Number of assault cases were revealed after women from different background started to share their stories on social media using hashtag *#MeeToo*.

News outlet columnist suggested to shift the attention from victims to abusers and posted her tweets with ending *#HimThough*. That was made with the purpose of raising awareness among men who need to change their behavior towards women.

TT maintains English version of hashtags, although the article mentions translation (#ЯТоже, #АВотОн) in brackets.

Hashtags can be classified by the role they play in the text. *#MeeToo* in tweet has function of object of preposition and *#HimThough* is used as a direct object and epilogue of the tweet. Both are directly connected to the content of message. Main function of hashtags is to index tweets to specific topics. Hence the readers can see all related topics under the same hashtag. Translation problems of hashtag is connected with indexing. For instance, supposing #democracy was to be translated into Russian #демократия, this would impact indexing of translated TT variant of #демократия. The #democracy generates 766.830 posts in Twitter in two weeks, while #демократия 258 posts [11]. Further, posts generated by English hashtag are different from posts generated by Russian hashtag. Therefore transformation – translation of hashtag – makes impact on number of indexing of tweets and can lead to different set of posts in Twitter. Perhaps, that is why sponsored business accounts use both ST and TT hashtags if they address their tweets to specified audience. If the certain hashtag is popular and indexes content that involves large scale social movements as in given ST tweet, often TT sticks to its original version and do not use any transformations.

ST: *The world is laughing at America & Mao, Lenin & Stalin are smiling. Big tech is able to censor the President? Free speech is dead & controlled by leftist overloads.*

In case I'm next stay connected by simply signing up now at DONJR.CO I'll let you know where I land [12].

TT 1: *Дональд Трамп-младший после удаления отца из Twitter сообщил, что в США умерла свобода слова, раз технологические гиганты могут подвергать цензуре президента. Мир смеется над Америкой, а Мао [Цзэдун], [Владимир] Ленин и [Иосиф] Сталин улыбаются* [12].

Analysis: After his loss in Presidential election in 2021, D. Trump accused Democrats over a vote fraud. Following his speech Trump supporters attacked US Capitol in Washington to disrupt joint session of Congress and overturn Trump's defeat. Twitter permanently suspended D. Trump's account "due to the risk of further incitement of violence" [13]. After thorough examination of his tweets, company informed that two of them served as encouragement to potentially violent acts. Donald Trump Jr. accused the administration on banning his father's account in number of social networks.

TT gives full names of political leaders, specifying them in brackets: Мао [*Цзэдун*], [*Владимир*] Ленин и [*Иосиф*] Сталин. "Big tech" is translated as *технологические гиганты*. Using shortened forms of words is peculiar to internet communication. In the level of phrase, TT used modulation in order to choose proper translation of word "big" that collocate with the word "технология" in Russian. Logogram of conjunction & (and) which is used in ST is replaced by punctuation marks or omitted in TT.

ST: *The Greatest Witch Hunt In American History* [14]!

TT: *Величайшая охота на ведьм в истории Соединенных Штатов Америки* [14].

Analysis: According to Cambridge dictionary, meaning of idiom "witch hunt" is "an attempt to find and punish people whose opinions are unpopular and who are said to be a danger to society". Expression involves harassing, punishing someone for being different. In 1600s *witch hunt* was used in literal sense and resulted mass executions and imprisonment of people. D. Trump texted *"witch hunt"* in number of his tweets to describe special counsel Robert Mueller's investigation on alleged Russian interference to US presidential election. Charges were against Trump's former campaign chief, Paul Manafort, whose work allegedly was related to pro-Russian politicians in Ukraine.

Russian expression *"охота на ведьм"* describes the pursuit of people suspected of witchcraft. Criminal prosecution of witches and sorcerers in XV-XVII century. Although it is not widely used as political term in Russian, meaning refers to persecution of dissidents, ideological or political opponents, taken to the point of absurdity.

Translator chose the right equivalence as "охота на ведьм" in TT which is in other sense is a calque of ST unit.

Conclusion

Translation analysis of political discourse of tweets from English into Russian show that translation of social media content is linguistically challenged task which need elaborate research on background information about discourse participants and communicative situation they are involved in. In this research authors identified group of transformations which are frequently used in translation of tweets and help to provide adequate translation of specific patterns of microblogging texts.

Transliteration

It is transformation of the lexical unit of the original by recreating its form using the letters of TL. During transliteration graphic form (letter composition) is reproduced. The leading method in modern translation practice is transcription with preservation of some elements of transliteration. It is effective method to render out-of-vocabulary words such as *ковфефе* and proper names *Мэдикэр.*

Calque

Using collocation of words that copies structure of relevant language units in SL solves problem of translation phrases and expressions to TT as in "*Охота на ведьм*". Often in the translation process, transcription and calque are used at the same time, i.e. "*Oval Office*" – "*Овальный кабинет*","*fake news*" – "*фейковые новости*".

Modulation

Extension of the meaning of lexical unit in SL is used to logically deduce its suitable translation in ST. Translation of "*big tech*" – "*технологические гиганты*" or "*username* stay with *the office*" – "*ник* останется при *администрация [президента]*" need contextual replacement of words "*big*", "*username*" and "*office*". We don't say "*большие технологические*" nor "*Имя пользователя* останется со *службой/постом*".

The meanings of correlated words in ST and TT are connected by cause-effect relationships.

Addition

Translator uses additional elements in TT in order to convey background elements of ST. It can be done in the cases of textual explanations: "*tying the Trump campaign to Russia*" – "*связывающего (президентскую) кампанию Трампа с Россией*", "*the world is laughing at America & Mao, Lenin & Stalin are smiling*" – "*мир смеется над Америкой, а Мао [Цзэдун], [Владимир] Ленин и [Иосиф] Сталин улыбаются*".

Hashtags and abbreviations

Generally, hashtags are always exclusively in English. Different types of abbreviations such as acronyms (*POTUS, FLOTUS*) and shortening (*tech, ник*) are used in analyzed tweets. Shortenings can be translated in full form (*технологические*). Original version of acronyms is used in TT (*POTUS, FLOTUS*). Translation of their definitions are mentioned in the statements or commentary of news text.

Results of this research can be used in discourse analysis in different areas such as Translation Studies, International Relations, Media Studies and Teaching foreign languages.

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САЯСИ МЕДИАДИСКУРСТЫ АУДАРУ СТРАТЕГИЯЛАРЫ

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Аңдатпа. Мақалада саяси коммуникация және саяси дискурсты аудару стратегиялары қарастырылады. Әлеуметтік желі саяси коммуникацияның маңызды құралына айналды. Саясаткерлер өз саяси бейнесі туралы халықтың көзқарасын қалыптастыру арқылы билік бәсекесінде үстемдік ету үшін түрлі медиа платформаларын қолданады. Туиттерде хабарлама жазу ой білдірудің, идеяларды ілгерілетудің, шетін мәселелерді талқылаудың тиімді жолы болып табылады. Ағылшын тілі туит хабарламаларын жазуда әмбебап тіл ретінде қарастырылса, хабарлама мәтіндерін аудару ақпаратты таратуда, саяси және әлеуметтік өзгерістерді туралы хабарлаудың жылдам жолы болып табылады. Берілген мақалада саяси туит мәтіндерінің лингвистикалық ерекшеліктері мен олардың ресейлік ақпарат құралдарындағы аударма нұсқалары қарастырылады. Әлеуметтік желі мазмұнын аудару саласындағы кеңейтілген зерттеулердің қажеттілігі зерттеу жұмысының негізгі мақсатын айқындайды, ол Туиттер мәтіндерін ағылшын тілінен орыс тіліне барабар аударуды қамтамасыз ететін тиімді аударма әдістерін талдауға негізделген. Саяси және медиадискурстың ерекшеліктерін сипаттау үшін мазмұндық талдау әдісі қолданылды. Аударма анализінің нәтижелері халықаралық қатынастарды реттеуде аударманың рөлін айқындап, тиімді мәдениет аралық байланыс орнатуда коммуникативті жағдаят туралы аудармашының аялық білімінің маңыздылығын көрсетеді. Зерттеу нәтижелерін әлеуметтік желілердегі аударма үдерісін тереңірек зерттеуге, бұқаралық ақпарат құралдары, халықаралық журналистика және халықаралық қатынастар саласында қолдануға болады.

Тірек сөздер: саяси коммуникация, саяси дискурс, Туиттер, туит, аударма стратегиялары, аударма талдауы, түпнұсқа тілі (ТТ), аударма тілі (АТ).

СТРАТЕГИИ ПЕРЕВОДА ПОЛИТИЧЕСКОГО МЕДИАДИСКУРСА

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Аннотация. В данной статье рассматриваются политическая коммуникация и переводческие стратегии политического дискурса. Социальные медиа стали важным инструментом в формировании политической коммуникации. В целях доминирования в борьбе за власть и формирования восприятия собственного политического имиджа политики используют разные платформы социальных сетей. Твиттер стал одним из эффективных инструментов политической коммуникации. Английский язык является универсальным языком для твитов, а задача перевода твитов уникальна в распространении информации и повышении уровня осведомленности о политических и социальных изменениях в обществе. В данной статье рассматриваются лингвистические особенности твитов и варианты перевода на русский язык. Необходимость расширенных исследований в области перевода контента социальных сетей определяет основную цель данного исследования, которая основана на анализе эффективных приемов перевода, обеспечивающих адекватный перевод твитов с

английского на русский язык. Контент-анализ используется для описания отличительных характеристик политического медиадискурса. Результаты переводческого анализа определяет роль перевода в регулировании международных отношений и показывает важность фонового знания переводчика о коммуникативной ситуации в формировании эффективной межкультурной коммуникации. Результаты исследования могут способствовать дальнейшему изучению процесса перевода в СМИ, в сферах международной журналистики и международных отношений.