

## LINGUOCULTURAL ADAPTATION STRATEGY IN POLITICAL MEDIA DISCOURSE INTERPRETATION

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**Abstract.** Political media discourse is full of language means that not only help to make the speech more expressive but also play a significant role in political relations between countries. Language means in political media discourse are replete with phrases, sayings and proverbs, metaphors that are closely related to the culture and values of the culture. The task of the translator is to convey and make clear the meaning and vision of one culture for another, and for this the translator uses the strategy of linguocultural adaptation. In this article, Russian, English and American media were analysed for the presence of language means that can create difficulties in translation, as well as in the transfer of cultural features. The scientific significance of the article is determined by the study of linguocultural adaptation in the political media discourse translation. The results of this study can be used to train simultaneous interpreters and specialists in the field of interpretation. Methods of review and analysis of linguocultural features in political media discourse were used. As a result, the methods of using the strategy of linguocultural adaptation were studied, in which the techniques of foreignization and domestication were used, and such methods as calque, concretization, functional analogue were also used for transformation. After research and analysis, the main methods of interpretation were proposed and important factors and aspects of political media discourse interpretation that can be used by translators were described.

**Keywords:** political media discourse, linguocultural features, transformations, strategy, simultaneous translation, calquing, functional analogue, foreignization, domestication.

### Basic provisions

Almost all political goals, decisions, agreements that occur within the framework of political discourse are carried out through language. The language, in turn, stores a huge field of information, which includes culture, history, values, customs and traditions of the society of people. It is very important for translators to convey the linguistic picture of the world of one language to another, which requires linguocultural adaptation strategy and its techniques will be analysed in this article.

### Introduction

Political discourse combines all communicative forms of speech aimed at solving political goals, ideas and plans, as well as retaining all the linguistic features associated with the culture and values of the society in the language of which the interaction takes place. All interlingual communications with a political orientation between different people are carried out thanks to the language, which stores the collective experience [1, p. 15]. Through language means, representatives of the authorities influence the masses of people with different goals, control their minds, and change their opinions. Most often, this process happens better and more

efficiently when using understandable linguocultural measurements for society, thereby predisposing people to themselves. Such measurements show and connect the same vision of the world, since the language imposes it on a person [2, p. 48]. The language contains all the values of a person, from traditions to culture [3, p. 2].

Political texts are full of different lexical units that reflect certain features of different cultures, and in translation the interpreter must take into account not only the words themselves, but also the context, history and many other factors. For this reason, most political lexical units are difficult to translate because translator needs to adapt the features of one culture and make them understandable to another using the strategy of adaptation. Thanks to this strategy, the created correspondences have the same effect. [4, p. 12-13]

Factors associated with lexical units in a particular culture are also called precedent phenomena, they include texts, names and everything that is used by one linguocultural society. They help political figures to get closer to the audience and the public for interaction [5, p. 89]. Linguistic culture in this case is described as a culture fixed in the signs of the language [6]. This kind of adaptation should take into account the worldviews of cultures, but there is a risk of losing specific elements of the original language. N.A. Fenenko notes that linguocultural features are most often taken into account when translating those texts and statements where cultural elements, customs, traditions are clearly expressed, namely in idioms, sayings, phraseological units, etc. [7, p. 70]

Taking into account all the factors of linguistic and cultural adaptation, it is important to choose the right method of translation. According to V.N. Komissarov, in addition to lexical transformations, the translation of such lexical phrases occurs by transcription, transliteration, calque, finding a functional analogue, descriptive translation, or omission [8].

To achieve an adequate translation interpreters use simultaneous translation strategies, a set of translation solutions, used during translation [9, p. 48]. Strategies for choosing translation techniques are divided into two main types: *foreignization*, which is literal translation and preserving the cultural features of lexical units, as well as *domestication* - semantic translation and the translator makes the translation as understandable as possible for the audience [10].

The choice of translation strategy may depend on the following factors:

- 1) lack of required equivalent units;
- 2) the original text may not be applicable or understandable to the target culture;
- 3) transition from one discourse to another;
- 4) a different type of audience, which requires changes in the translation [11, p. 26].

In this article, the linguistic and cultural features of the political media discourse were considered and the main techniques used in translation were analysed.

### **Description of material and methods**

To analyse the ways of adaptation in the political media discourse, English, American media such as *bbc.com*, *deadline.com*, *politico.com*, *nbcnews.com* were

used. The analysis consists of a step-by-step analysis of linguistic and cultural features, as well as lexical phrases that are difficult for simultaneous translation. Quotes from such well-known politicians as President of the United States Joe Biden, Ex-president of the United States Donald Trump, Ex-Prime Minister of Great Britain Theresa May and others were analysed. The main techniques in translation, as well as the transformations accompanying them, were considered.

## **Results**

*American, British media.*

1) As you can hear the chants from the crowd, *'Let's go, Brandon'*. (deadline.com)

This slogan is used in relation to Joe Biden. It shows the negative attitude of the audience towards him, which has the antonymous meaning. The slogan was first used on October 2 by reporter Kelli Stavast, who was interviewing *Brandon Brown*. He is an American racing driver who often races in NASCAR Series. However, the last years of his life were very unsuccessful and this race was his last chance to regain his glory and he succeeded. After his highly anticipated win, Brandon was interviewed by Kelly Stavast, NBS Sports Reporter. She misheard what fans were saying to Joe Biden and thought they were saying "Let's go Brandon". After interview the spoken phrase spread across all social networks, it was used in all media areas, such as television broadcasting, music, stand-up shows and others.

*Translation:* Как вы можете слышать толпа скандирует: “Вперёд, Брэндон!”. (gazeta.ru)

*Technique:* foreignization.

*Transformation:* calque.

If the interpreter does not know the context, history, participants in the situation and other factors, it is quite possible to directly translate "Пойдем, Брэндон" or when Brandon's name is mentioned in jokes, the interpreter may become confused and not know who this person is. However, in order to preserve the original message and meaning, the structure of the phrase is preserved.

2) Putin will *'pay a price'* for interfering in 2020 election. (politico.com)

A phrase, or rather an idiom, uttered by Mr. Biden in response to Mr. Putin with the threat of a response to any interference on their part. However, he did not talk about what kind of consequences would be. These words were heard after national intelligence published information about Putin's support Donald Trump's campaign.

*Translation:* Путин «заплатит» за вмешательство в выборы 2020 года. (golosameriki.com)

*Transformation:* functional analogue.

“To pay price” is used as an idiom in the political sphere. Often used idioms have analogues in Russian, but this requires the interpreter to have good knowledge in politics. If an idiom has no analogues, then the description method can be used that will help to explain the whole meaning of the message.

3) Welcome to the race *Sleepy Joe*. I only hope you have the intelligence, long in doubt, to wage a successful primary campaign. (nbcnews.com)

Donald Trump calls Joe Biden by this nickname in his speech during the election debate: "Nobody's going to want to cover *sleepy Joe*." The nickname refers to Joe Biden's inability to carry out his duties. The phrase "Sleepy Joe" does not describe that Joe Biden has constant lack of sleep. It is used as a political move, which hides the meaning that the opponent is not worthy to be president. This phrase is used to describe a person in age. L.O. Ternova in her work describes the nicknames of statesmen and translates this phrase as a "Сонный Джо".

1. Translation: Добро пожаловать в гонку, *Сонный Джо*. Я надеюсь, у тебя есть разум, в чем есть давние сомнения, чтобы провести успешную кампанию в первичных выборах. (nv.ua)

Technique: foreignization.

Transformation: calque.

In this case, the phrase translated using the calque method. G.A. Vildanova, in her article "Covid - Rhetoric of American Political Discourse," translates this phrase as "Вялый Джо", trying to convey more a semantic part to translated language.

2. Translation: Добро пожаловать на ринг, *Вялый Джо*. Надеюсь, у тебя хватит интеллекта, хотя на сей счет давно существуют сомнения, успешно провести праймериз. (vnovomsvete.com)

Technique: domestication.

Transformation: concretization.

4) Brexit negotiations are "*in the endgame*" but there will not be an agreement at any cost. (*politico.eu*)

Prime Minister (2016-2019) Theresa May describes the Brexit relationship as "in the endgame". *Endgame* is described in various sources as the final game in chess, that is how Theresa May showed her attitude to the situation in Brexit.

1. Translation: В переговорах о Брексите начинается *эндшпиль*, однако никаких соглашений не будет. (*forbes.kz*)

Technique: functional analogue.

This translation is quite appropriate if it is used in a political meetings, due to its frequent use. Since the political game is often compared with the chess game. The translation itself belongs to the chess sphere, so people who have not met this word may not understand the meaning. For people who are not familiar with this phrase, interpreter can use calque.

2. Translation: Переговоры по Брекситу в *конце игры*, но никаких соглашений не будет.

Technique: calque.

5) Trump campaign encourages supporters to confront their '*snowflake*' relatives. (*politico.com*)

A word used by the political right to insult the political left and anyone who protests against Donald Trump. Jessica Roy describes this in detail in her article. Comedian Neal Brennan called Donald Trump as "the biggest snowflake in America". Actor George Takei explained metaphor, saying: "They are beautiful and unique, but in large numbers become an unstoppable avalanche that will bury you" [12]. It also describes the generation that suffers from old view of life. The well-known news magazine gives the Russian equivalent "цветок в пыли", highlighting

defenselessness, and something new in the struggle for life. However, this phrase is not suitable for translating a sentence, as it does not fit in a play on words.

1. Кампания Трампа призывает сторонников противостоять своим родственникам – «цветкам в пыли». (bbc.com)

Technique: domestication.

Transformation: functional analogue.

However, many newspapers and media sources retain a direct translation and most often use popular phrase “generation of snowflakes”. Since this word has become popular in the political sphere, and was included in the Collins dictionary as a term, the use of direct translation is also appropriate in a political context.

2. Кампания Трампа призывает сторонников противостоять своим родственникам – «снежинкам». (rufabula.com)

Technique: foreignization.

Transformation: calque.

- 6) The fear of losing Obamacare has been exacerbated by a grassroots movement. (bbc.com)

We believe that such a foreign-language inclusion is not known to all representatives of the Russian-speaking culture. For the correct translation of the word *Obamacare*, let's take it apart: Obama (last name of the former president of the United States) + care (Cambridge dictionary ‘the process of protecting someone’; Russian: *уход, внимание, забота*). *Obamacare* is the law on affordable medical insurance and protection of patients, also known as Affordable Care Act, but it received criticism from the Republicans, as it ordered to acquire medical insurance, which leads to great expenditures for social needs. This reform was also known as *Hillarycare* (Hillary Diane Clinton, American politician, diplomat, and former lawyer), which was proposed in 1993 and could not be realized. Republicans suggested American Health Care Act, which was called *Trumpcare* (Donald Trump, the 45th president of the United States). However, this reform also could not be realized. In politics, such combinations are often used, for example, there is also a combination of *Abenomic*: Abe (Shinzo Abe, former Prime Minister of Japan) + economic. It is used to describe the economic policy conducted by the Government of Japanese Prime Minister Shinzo Abe, since 2012. The main measures of this policy were the artificial devaluation of the yen, but the reform did not receive the desired result.

1. Translation: Страх потерять Здравохранение Обамы усугубляется массовым движением. (zakon.kz)

Technique: domestication.

Transformation: description.

Since this term is rarely used in Russian-speaking culture more often news, articles use the description method. However, some media keeps the structure and use calque method in order to attract the audience with interesting headlines.

2. Страх потерять Обамакэр усугубляется массовым движением. (golosameriki.com)

Technique: foreignization.

Transformation: calque

## **Discussion**

The analysis of the English, American media for the presence of linguocultural lexical phrases and units showed the widespread use of metaphors, proverbs, sayings and idioms.

To translate these words and phrases, the methods of calque, functional analogue, concretization were used. Several translation options were considered, which are most often used.

Since many proverbs and sayings are often used in everyday life and in political discourse, they have their functional equivalents in both languages. This proves that a simultaneous professional interpreter should have good background knowledge and develop vocabulary. While metaphors are most often translated using calque, which facilitates the translation process, it is very important to take into account the context, history and other extralinguistic factors that affect the meaning of the phrase. Phrases with the presence of linguoculturological features are translated by using modulation. They can also be translated by literal translation, but this may be cause of losing stylistic features in translation.

## **Conclusion**

Political media discourse is an integral part of political negotiations, and can also affect the future situations in the political environment. The translation of political discourse causes great difficulty even for professional translators, as it can contain a wide range of linguocultural lexical units and phrases, which include proverbs and sayings, metaphors, idioms that are closely related and store the culture and values of society, which means that the language accumulates a huge field of information. An inaccurate translation of these lexical phrases and units can lead to serious consequences, and that is why it is very important for a translator to choose the right strategies and techniques in translation. The analysis showed that most of these linguocultural phrases have their functional equivalents, however, this requires a wide vocabulary from the translator and background linguo-cultural knowledge. The translator must quickly navigate the context, and it is very important to know all extralinguistic factors. This analysis also showed that the language is very dynamic and depending on different political situations, new words and phrases appear that can lead the translator to difficulties, that is why the translator must expand knowledge and always be aware of political events.

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## САЯСИ БАҚ ДИСКУРСЫН ІЛЕСПЕ АУДАРМАДАҒЫ ЛИНГВО-МӘДЕНИ БЕЙІМДЕУ СТРАТЕГИЯСЫ

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**Аңдатпа.** Саяси медиадискурста көптеген тілдік құралдар бар, олар сөйлеуді бейнелі етуге көмектесіп қана қоймай, сонымен қатар елдер арасындағы саяси қарым-қатынаста үлкен рөл атқарады. Саяси медиадискурсында тілдік құралдар, халықтың мәдениеті мен құндылықтарымен тығыз байланысты тіркестерге, нақыл сөздер мен мақал-мәтелдерге, метафораларға толы. Аталмыш дискурстағы аудармашының міндеті – бір мәдениеттің ерекшелігін екінші мәдениет өкілдеріне жеткізу және нақты көрсету. Ол үшін аудармашы лингвомәдени бейімделу стратегиясын пайдаланады. Бұл мақалада орыс, ағылшын және американдық БАҚ материалдары негізінде, мәдени сипаттарды беруде аударма барысында қиындықтар тудыруы мүмкін тілдік құралдарына талдау жасалды. Мақаланың ғылыми маңыздылығы саяси медиадискурстағы лингвомәдени бейімделуді сиппатаумен байланысты. Бұл зерттеудің нәтижелерін ілеспе аудармашылар мен аударма саласындағы мамандарды дайындау үшін пайдаланылуға болады. Зерттеу үшін саяси медиадискурстағы лингвомәдени ерекшеліктерге шолу және талдау әдістері қолданылды. Нәтижесінде лингвомәдени бейімделу стратегиясын қолдану әдістері зерттеліп, форенизация және доместикация техникалары қолданылды, сөз және тіркестерді трансформациялауда калькалау, нақтылау, функционалдық аналог сияқты әдістер қолданылды. Аударманың негізгі әдістері ұсынылып, аудармашылар қолдана алатын аударманың маңызды факторлары мен аспектілері сипатталды.

**Тірек сөздер:** саяси медиадискурс, лингвистикалық және мәдени ерекшеліктер, трансформациялар, стратегия, ілеспе аударма, калькілеу, функционалдық аналог, форенизация, доместикация.

## СТРАТЕГИЯ ЛИНГВОКУЛЬТУРНОЙ АДАПТАЦИИ В СИНХРОННОМ ПЕРЕВОДЕ ПОЛИТИЧЕСКОГО МЕДИАДИСКУРСА

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**Аннотация.** Политический медиадискурс полон языковых средств, которые не только помогают украсить речь, но также играют огромную роль в политических отношениях между странами. Язык политического медиадискурса изобилует фразами, поговорками и пословицами, метафорами, которые тесно связаны с культурой и ценностями людей, которые на этом языке говорят. Задача переводчика – передать и сделать понятными смысл и видение одной культуры для другой, и для этого переводчик использует стратегию лингвокультурной адаптации. В данной статье были проанализированы российские, английские и американские СМИ на наличие языковых средств, которые могут создавать трудность при переводе, а также при передаче культурных особенностей. Научная значимость статьи обусловлена изучением лингвокультурной адаптации в политическом медиадискурсе. Результаты данного исследования могут быть использованы для обучения синхронных переводчиков и специалистов в сфере перевода. В исследовании были использованы методы обзора и анализа лингвокультурологических особенностей в политическом медиадискурсе. В результате были изучены способы использования стратегии лингвокультурной адаптации, при которой были использованы техники форенизации и доместикации, также для трансформации использовались такие методы, как калькирование, конкретизация, функциональный аналог. В результате исследования и анализа были предложены основные способы перевода и описаны важные факторы и аспекты политического медиадискурса, которые могут быть использованы переводчиками.

**Ключевые слова:** политический медиадискурс, лингвокультурные особенности, трансформации, стратегия, синхронный перевод, калькирование, функциональный аналог, форенизация, доместикация.

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