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## PECULIARITIES OF TRANSLATING PUBLIC SPEECHES BY POLITICIANS

**Abstract:** This article examines the specifics of translating public speeches of political figures, focusing on the translation of political public speech. As the main example for the analysis we use an excerpt from the speech of the American preacher, public figure and activist, who became famous as the most prominent representative and leader of the Black civil rights movement in the USA, Martin Luther King, delivered on August 28, 1963.

**Key words:** translation; multiple meanings; speaker; political discourse; neologisms; candidate; political speech; translator.

**Language:** English

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### Introduction

Playing an important role in society, the political sphere has long attracted the attention of various social sciences: economic theory, law, sociology, psychology as well as linguistics. In particular, it is of interest to linguistic translators. Political translation is one of the most in-demand translations due to the increasing intensity of international contacts and the integration policies of countries into the European and global political, economic and social community, which determines the relevance of the chosen subject.

**The research methods:** analytical review and analysis of political speech on the problems and peculiarities of translation, comparative method, continuous sampling method and translation commentary.

**The relevance** of this topic is also due to the fact that in modern conditions translation of socio-political texts acquires a special significance, acting as a means of propaganda and an instrument of ideological struggle. The volume of socio-political texts targeting foreign (English-speaking) audience that are published annually is quite large and with the growth of international relations it continues to increase. These include speeches by state, party and public figures, and publications by international, governmental and non-governmental organizations.

**Practical relevance.** This work may be of interest for translators, teachers and students of language universities (for writing term and graduation papers), as well as for a wide range of people interested not only in the problems of socio-political translation, but also in translation in general.

**The aim** of the work on the problems of socio-political translation is to investigate the lexical and grammatical aspects of translation, to convey the peculiarities of translation of neologisms and phraseological units, as well as to reveal the most used stylistic means in political speeches.

Throughout history, political speeches have always been the benchmark for eloquence, capturing the public's attention. Great speakers attracted an audience and could hold their attention for hours. Eloquence has often acted as a means of persuading, manipulating people, especially in the pre-election period. It is worth noting that most of the functions of political oratory have remained unchanged to this day.

As a part of political discourse, oratory has always attracted the attention of researchers, in particular due to the peculiarities of its transmission to other languages.

The fields of application of political speech are diverse. In this regard, several varieties of events,

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where the political speeches are used, are distinguished:

1. Election campaigns;
2. Party congresses;
3. Parliamentary speeches;
4. Public protests, demonstrations (street democracy);
5. International meetings and forums.

When translating literate political speech, one needs to focus on the important details that can play a major role in a time-sensitive situation:

1. A real speaker, when preparing a speech, thinks about his or her audience, touching on the topics that are most relevant to the audience in a logical order. He or she takes into account social context factors: demographic, social and psychological characteristics of the audience.

2. In a campaign speech, a candidate often tries to discredit his/her opponent in a covert way. He/she may touch on the subject of his/her opponent's scandalous revelations in a very subtle way. It is very important for the translator to catch the politician's intentions in order to interpret them correctly.

3. In election campaigns, when one candidate accuses the other of lying, cheating "*Jacob Hornberger - you are a liar*" there are two possibilities. An inexperienced candidate may start making excuses - "*I'm not a liar*", while an experienced candidate will not respond with negative denials, but will simply use a positive form of justification: "*I have always been honest in my dealing with the public...*".

4. Real propaganda speech is usually highlighted by different means of emotional expression: synonyms, antonyms, verbal unities.

When referring to senior political figures, they are often called *big guns, great guns or big shots, and (less frequently) big wigs, big noise, big wheels, biggies, big timers*. A public figure is invariably "*bombarded*" with questions - *to bombard smb.* with questions. Diplomats, as journalists write, use diversionary tactics extensively; in addition, an expression also taken from military language - *evasive action policy* - often appears in the same meaning. When we talk about domestic news, apart from standardized terms like home news, the metaphorical expression *home front* is also widely used, which again, as we can see, is taken from the military language.

**Metonymy.** The technique of metonymy is to replace one word with another word with a related meaning. For example:

➤ *Buckingham Palace is not expected to issue a statement on the matter.*

➤ *Полагают, что Букингемский дворец не сделает заявления по этому вопросу.* This is actually referring to the **King** or **Queen** of the United Kingdom.

**Epithets.** The purpose of an epithet is to emphasize a particular feature of an object, to express one's attitude towards it. If an epithet is constantly used with a word, it gradually becomes a cliché (a speech stamp). **Bleeding Kansas** is a historical and political cliché referring to the struggle in Kansas against *slavery*.

**A violation of the phraseological conjunction.** There are many registered phraseological expressions in political language, often quoted in various articles. However, sometimes journalists seek to give more identity to the expression, individualizing their style. In these cases, the phraseological combination is deliberately violated. Thus, instead of the expression "*curiosity killed the cat*", one can encounter the phrase "*curiosity killed the career of the politician*", i.e. the speech means, that the politician should not have asked certain questions, because the answers to these questions undermined his/her career.

**Hyperbole.** Naturally, the attempt to dramatize the events and make them more sensational cannot but lead to the use of hyperboles:

- *scared to death* - напуган до смерти;
- *bleeding heart* - сердце, обливающееся кровью (for a liberal politician);
- *he tears off his hair* - он рвет на себе волосы.

**Words and phrases that are particularly popular at the moment.** Certain words and phrases in political texts become particularly popular. Such words are often called **fad words** - "*крутые словечки*". Some examples are:

- *to articulate a problem* - акцентировать проблему (instead of *to formulate a problem*);
- **soft climate** - потепление в международных отношениях;
- **dialogue with the East** - диалог с Востоком (instead of *talks with the East*).

5. Many speakers emphasize special slogans that are easy to remember and may further help to shape the desired image of the candidate.

Nowadays, there are huge problems with the translation of ambiguous expressions, which in turn may not always be clear even to an audience in their own country, let alone to foreign visitors. For example, a single word can have different emotional and evaluative meanings:

➤ *Today, the role of liberals in our society is extremely important, because it is they who are supposed to contribute to the democratic development of our country* (positive evaluation).

➤ *The current power structure is still dominated by liberals who are slowing down the progress of the country* (negative connotation).

In this case, it is advisable for the interpreter to be familiar with politics and speech in general in order to find the necessary equivalent.

A political translator is not just an interpreter of information, but an individual who translates

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information from one language into another as faithfully and as close to the original as possible. The translator operates with linguistic units, but it is the meaning, not the words, that is the object of the translation. In other words, a translator conveys the meaning of an entire text, not individual words. This fundamental principle of translation was expressed by the Christian writer and theologian Hieronymus of Strydon as early as the 13th century A.D.: "...*I render not a word by a word, but a thought by a thought*". Failure to observe this key principle of translation often leads to literal translation, i.e. translation "**word for word**". The result is not only a violation of language norms, but also a distortion of the meaning of the original.

One of the characteristics of public speech is neologisms - new words or meanings not yet registered in dictionaries. In translating them, transcription, transliteration, calquing or descriptive translation techniques are usually used. For example:

➤ **transcribing neologisms:** *p.r. (public relations)* - пиар;

➤ **transliteration:** *inauguration* - инаугурация;

➤ **calquing:** *shadow cabinet* - теневой кабинет;

➤ **descriptive translation:** *hot-potato issue* - злободневный, жгучий вопрос.

Neologisms can be formed in different contexts and acquire extended meanings. For example, the word "confrontation" originally meant a confrontation, a comparison. Over time, it began to be used to mean "confrontation of armed forces". Nowadays, it has taken on the meaning of "open clash, confrontation".

Neologisms can fulfil a range of functions in oratorical composition: they can create new images for well-known concepts, they can help to convince an audience of their rightness by affecting the sensual level of perception. Persuasion at this level occurs through a person's emotional perception, evoking love or hate, sowing sadness or joy.

➤ **Ex.: A motion withdrawn by its sponsor may be reintroduced by any Member.**

➤ Предложение снятое его автором, может быть вновь внесено любым членом Организации.

The prefix **de-** gives the meaning of reverse action:

➤ **denuclearize** – лишать ядерного оружия

➤ **deflation** – дефляция

The suffix **-ee** forms nouns that very often convey the meaning of an object of action:

➤ **detanee** – задержанный

➤ **Pardee** – взятый под наручники

➤ **Retiree** – ушедший на пенсию

### Phraseological units

In contrast to free word combinations, the meanings of which are compiled from the meanings of their constituent parts, phraseological units are

combinations whose components are so semantically connected with each other that the meaning of the whole is not derived from the set of meanings of its constituent parts. This is the idiomatic nature of phraseological units, which are reproduced in speech as ready-made entities.

The task of the translator/interpreter is first to determine whether the word combination encountered in this particular case is a free phrase or a phraseological phrase. To do this, it is necessary to look carefully at the context and then look for a corresponding equivalent.

According to the method of translation into Russian, figurative phraseology can be roughly divided into four groups:

1) Phraseological expressions that have a full correspondence in Russian and are fully translatable.

➤ *To open smb's eyes to smth.* - открыть кому-то глаза на что-то

➤ *The report opened my eyes to the real situation.* – Доклад открыл мне глаза на реальное положение дел.

➤ *The reality is often blurred by an overdose of propaganda. It is becoming more and more difficult to separate the wheat from the chaff.* – Реальность часто искажается передозировкой пропаганды. Становится все труднее отделить зерно от шелухи.

➤ *After the Soviet Union fell apart, many feared a domino effect in Europe where a host of people can win the independence.* – После распада Советского Союза многие боялись эффекта домино в Европе, где многие народы могут получить независимость.

2) Phraseological expressions that do not coincide in imagery with the Russian ones:

*At the moment the fate our country is still up in the air.* – В настоящее время судьба нашей страны все ещё висит в воздухе (находится в состоянии неопределенности).

3) Phraseological expressions whose translation completely changes the image.

*The agency's clash with the company was a tempest in a teapot. They will take appropriate actions to placate the agency.* – Конфликт между агентством и компанией был лишь мелкой стычкой. Они найдут подходящие способы, чтобы успокоить агентство.

4) Phraseological expressions that are translated by a neutral lexicon:

➤ *to have a skeleton in the cupboard* – тайна, секрет

➤ *to cut no ice* – ничего не добиваться

To understand the specifics of creating and translating an orator's speech, we need to analyze political speeches dedicated to great historical events. As an example, I have chosen an excerpt from American preacher, public figure and activist, who became famous as the most prominent representative

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and leader of the Black civil rights movement in the USA Martin Luther King Jr. delivered on August. 28<sup>th</sup> 1963.

*"I have a dream that one day on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood."* and *"I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character."*

My version of translation of this chunk into Russian would be as follows:

*"Я мечтаю, что однажды на красных холмах Джорджии сыновья бывших рабов и сыновья бывших рабовладельцев смогут сидеть вместе за братским столом"* и *"Я мечтаю, что придет день, когда мои четыре ребёнка будут жить в стране, где они будут судимы не по цвету их кожи, а в соответствии с их личностными качествами"*

"I have a dream" is a short speech in which Martin Luther King believes that tomorrow black people and white people will truly be equal and free from prejudice.

So what techniques did Martin Luther King use to keep the audience's attention during his speech?

1. **He sincerely believed in the words** he spoke. Martin probably didn't do it on purpose, but his every phrase was imbued with a belief in a happy tomorrow and in positive change. The audience sensed the sincerity of the speaker and that he cared more than anyone else about the topic of his speech.

2. Martin made **references to the Bible** in his speech and sang the words like a church sermon. He also used a lot of metaphors ("**cup of bitterness and hatred**" - "**чаша горести и ненависти**") and alluded the audience to the "**American Dream**".

3. **Constantly repeating the phrase "I have a dream"**, which sounded to people like a trigger each time. And also the phrase hinted at a personal story, at using not just the right words, but revealing the speaker's deep feelings and desires;

4. Martin **held pauses**, didn't speak quickly or ramble, so each word was clearly imprinted in the listeners' minds;

5. **The speaker used gestures**, because he is not a statue, but a living person who tells in a lively language the urgent problems and worrying thoughts.

### Anaphors:

• "I still have a dream. It is a dream deeply rooted in the American dream."

• "I have a dream that one day this nation will rise up and live out the true meaning of its creed: *"We hold these truths to be self-evident, that all men are created equal."*

• "I have a dream that one day on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood."

• "I have a dream that one day even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression, will be transformed into an oasis of freedom and justice."

• "I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character."

King's speech is full of metaphors, the use of unexpected words, comparisons and ideas, which give rise to vivid imagery. Images of mountains, valleys and waters are not uncommon

### Metaphors:

• **to cash a check** - обналить чек;

• **wrongful deeds** - жажда свободы;

• **cup of bitterness and hatred** - чаша горести и ненависти;

• **whirlwinds of revolt** - вихри восстаний;

• **warm threshold** - теплый порог.

### Epithets:

• **the table of brotherhood** - стол братства;

• **the chains of discrimination** - цепи дискриминации;

• **finds himself an exile** - в шкуре изгоя;

• **citizens of color** - цветное население;

• **the victim of the unspeakable horrors** - жертва кошмара;

• **wallow in the valley of despair** - лететь в бездну отчаянья;

### Allusion:

*«Five score years ago, a great American, in whose symbolic shadow we stand today, signed the Emancipation Proclamation.»*

*«Сотню лет тому назад рукой великого американца, монумент которому символично возвышается над нами в этот день, был подписан манифест об освобождении рабов.»*

### Parallelism:

*«I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character. I have a dream today!»*

*«У меня есть мечта: однажды четверо моих детишек проснутся в стране, где о людях судят не по цвету кожи, а по моральным качествам. Сегодня у меня есть мечта!»*

### Conclusion.

To conclude, the main difficulty in translating public speeches of a political, social and public nature is the relativity of the large number of nominations (the dependence of the nomination on what the speaker puts into the concept). In each particular speech, a particular category can have both positive and negative connotations. In one case, the phrase "structural reforms" means increasing staff productivity through additional training; in another, it means reducing spending on science... Thus, the task



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of the professional interpreter is not only to understand the idioms, comparative turns, syntactic

constructions used in speech, but also to choose the right tone to describe the speaker's ideas accurately.

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