LINGUISTIC MEANS OF REPRESENTING THE CATEGORY OF EXPRESSIVENESS IN ENGLISH-LANGUAGE PUBLICISM AND THE PECULIARITIES OF THEIR TRANSLATION

Ya.G. Tikan,Yu. D. Lemesh

Kyiv, National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"
Yanixx33@gmail.com

This article is devoted to the research of the use in the English-language press of means for the realization of the category of expressiveness and the problems of their translation into the Ukrainian language. The article defines the means of expressiveness and explores the types of their presentation in journalistic texts. The variety of lexical, stylistic, syntactical and morphological means of expressiveness gives wide opportunities for their research in the context of this topic. Especially widely means of expressiveness and emotionality are presented in publicistic texts on the basis of political speeches or public appearances. The article deals with practical examples of the use of lexical means of expressiveness and their role as a stylistic instrument. Also, the peculiarities of the translation of texts with means of expressiveness from English into Ukrainian with the use of certain translational transformations are examined here. Proposals are made to improve the quality of the translation of means of expressiveness, taking into account their specific features. The use of means of expressiveness and emotionality is characteristic of public speeches and media texts to attract readers' attention to certain problems, events, election promises, etc. A lot of expressiveness is found in the public speeches of political leaders, famous people and other popular media persons, as can be seen in the speeches of Donald Trump and Edward Snowden;

Keywords: expressiveness; lexical means; translation transformations; publicistics.

Introduction. The relevance of this study is due to the fact that in the mass-media space the cognitive-communicative nature of the interaction of communication participants is clearly realized. Representation, classification of knowledge, ideas, and opinions appear as purposeful social action, accompanied by an expression of a subjective attitude to their content and causes diverse feelings, psychological reactions and emotions. All scientific studies of the language of the media derive from the functionality of a journalistic style, the essence of which is the dialectical unity of two functions - influence and communication. Although in different genres of journalism the logical and emotional and expressive elements must be mutually balanced, at the present stage of media communication, an expressive function is intensified. That is why the relevance of the essence and expediency of the use of the complex of expression-expressive means in contemporary English-language journalistic discourse and the problem of ways of their reproduction in the Ukrainian translation has become relevant.

Modern media discourse, and most of all political direction, is full of various means of expressiveness that allows the attention of readers and voters to make them believe in promises and get sympathy for a particular public person. This goal is achieved by using expressive means of different language levels that increase the emotional content of the text. Therefore, research of syntactic means which represent expressiveness in English press and the specifics of their translation is relevant.

The research of problems of expressive means was carried out by such scholars as I. Bilodid, O. Veselovsky, V. Vinogradov, A. Koval, B. Tomashevsky, and others.

Paper objectives. The aim of this study is to determine the directions of solving the problems of translation means of expressiveness in English-language publicism. The tasks of this paper are: to give a definition of expressiveness, explore its basic means, consider the use of expressiveness in media texts and determine the peculiarities of their translation.

The research objectives include the following: to research essence of means of expressiveness and emotionality; to analyze the use of expressiveness in English-language media and political speeches (by D. Trump and E. Snowden speeches) and to determine the peculiarities of its translation.

The Concept of expressiveness. One of the important components of the author's strategy and functions of the speech message is expressiveness. An important role in the linguistic style of the language of speeches plays emotional expressions, consisting in the implementation of social assessment of objects, phenomena and concepts. According to the vocabulary definition, it is a collection of semantic-stylistic features of the unit of language that ensure its ability to act in a communicative act as a means of subjective expression of the speaker's attitude towards the content or addressee of speech [2, p. 4]. I. Arnold calls the expressiveness of such a property of the text, which conveys content with increased intensity and forms emotional or logical amplification, which can be expressive or indistinct [1, p. 112].

Speech expression is a sign of the text transmitting sense with increased intensity, expresses the internal state of the speaker. As a result of the use of means of expressiveness, the emotional or logical intensity of the statement substantially increases. It is the linguistic units whose main function is expression, that is, the

enhancement of influence through imagery, emotionality, appreciation etc., in the first place, contribute to the creation of the pragmatic effect of the text, convey the emotional state of the author, his attitude to the described persons, events, facts and communicate the emotional tension he has given to the reader.

It should be noted that the translation into an appropriate level of expressiveness of the literary text is often an unrealizable task. Scientific developments at the intersection of stylistics and translation studies substantially actualize and solve the tasks set during intense literary communication of the English-speaking and Ukrainian-speaking communities. Expressive media and stylistic techniques are used as expressiveness means in speech. Although these two concepts are closely interconnected, there are different scientific approaches to defining their tactical features.

Scientists define expressiveness as a means of subjective expression of the relation of the addressee to the depicted events or person or addressee, which contributes to the intensification of the expressiveness of the text.

Linguistic means of representing the category of expressiveness. The category of expressiveness includes: the intensity of the expression of the sign, evaluation, emotionality, stylistic marking, associative background information, figuratively-motivated basis of the names.

The dominant stylistic characteristic of oratorical speeches of all genres varieties is expressiveness, which is determined by the actions of the addressee, who seeks to influence the emotional, volitional and intellectual spheres of the addressee and uses for this all the various means of influence. Means and methods of expressing the text include both open influence and the widespread use of indirect speech tactics.

Emotionality and expressiveness are best realized on the lexical language level. Emotional expressiveness in the texts of the authors is achieved through the use of synonyms, antonyms, vocabulary that has an estimated value. With the help of emotionally-evaluative vocabulary, the addresser implements a communicative strategy of expressing a negative or positive attitude toward the pictorial and a strategy of positive self-presentation and a negative presentation of others by the addresser.

Depending on the formal structure, means of expression are traditionally divided into phonetic, lexical, word-formation, morphological and syntactic. The following three methods are relevant for translation. Word-building tools include, first and foremost, word-formation, including a wide range of cute and demotivating affixes. Morphological expressive means cover a layer of words of different part-language affiliations (characteristic exclamations, amplifying particles, auxiliary verbs, pronouns), specific for which in addition to their subject-logical meaning is also an estimated component.

Lexical expressive means are represented by expressively charged words and persistent expressions that by their very nature have a positive or negative evaluation. At the level of the syntactic system of language, expression is achieved mainly through inversion, that is, the change of the usual order of words in a sentence, using elliptical of syntactic constructions in which one or another part of the sentence was deleted, as well as through separation of the element of the thematic nature [2; p. 7].

The basic component of expressiveness is imagery. Expression is the ability to pass the general through a single and is achieved by a number of linguistic techniques. The image puts our vision instead of the abstract essence of its concrete reality and therefore can enrich our consciousness and feeling, awaken a peculiar chain reaction of associations, reflections, and emotional experiences. A verbal image is a combination and use of words in which they express more than directly implying.

The interaction of the meaning of words in the creation of artistic images from ancient times is studied in stylistics under the general name of the tropes. Creation of an image in the reader is carried out through sensory perception. In political discourse there are two forms of imagery: visual and auditory. As is known, the main sources of expression are metonymic and metaphoric features. But this does not mean that figurativeness can only be created by two prisms. Appearance may lie in the basis of periphrasis, comparison and other stylistic techniques. But since the scope of this work is limited, on the one hand, to a certain functional style, but with another part of the language, the nomenclature of stylistic techniques is also limited.

Use in order to create an expressive effect of the arsenal of tools developed in the field of rhetoric requires the consideration of our study and some aspects of this field of knowledge. Within the framework of the integrative linguistic paradigm it seems expedient to study the traps as specific products of the linguistic process of the linguistic personality, which at the same time represent one of the main mechanisms of the development and functioning of the lexical system, and the figures as special verbal-cognitive entities that synthesize the thinking and expressive levels of speech of the producer of discourse. In terms of semasiology, when considering the concepts of emotionality and expressiveness as objects of reproduction in the translation of English-language text, it is first of all to distinguish between words that call emotions (hat, love, to like, etc.) while remaining while expressively neutral, and words that cause the recipient's emotional reaction. This may be:

1) exclamation (*ah, oh, wow*, etc.);
2) stylistically reduced words, vulgarism, lyrics (*damn, bloody*);
3) neologisms (*Putinocracy*);
4) intensive words (*terrible, dreadful, great, nice*);
5) words formed by word-building elements (*birdie, ringlet*), etc.

Expressiveness in each particular case is realized with the help of a variety of linguistic means, and any linguistic unit in a given context acquires internal or external expressiveness and becomes a means of influencing, amplifying and expressing speech. Therefore, we observe the general tendency to expressiveness, the connection of expressiveness of speech with the expressiveness of linguistic units (means), their dialectical unity and mutual influence. Because of the expressiveness of the expressive means of speech, it transmits its attitude both to the message and to the addressee. Therefore expressiveness gives speech, on the one hand, stylistic marking, expressiveness, and on the other hand, expresses the attitude of the speaker to the expression and to the addressee.

The peculiarities of translating the category of expressiveness in English-language publicism. A lot of expressiveness is found in the public speeches of political leaders, famous people and other popular media persons, as can be seen in the speeches of Donald Trump and Edward Snowden.

Metaphorization is one of the leading sources of expressing expression in political discourse. It is known that the main function of a metaphor in any style is a figurative image of reality. The use of metaphor in political discourse by D. Trump is one of the most important means of expressiveness that attracts the attention of listeners and readers of speech.

"Americans want great schools for their children, safe neighborhoods for their families, and good jobs for themselves. These are the just and reasonable demands of a righteous public. But for too many of our citizens, a different reality exists: Mothers and children <u>trapped in poverty</u> in our inner cities; and the crime and gangs and drugs that have stolen too many lives and robbed our country of so much unrealized potential" [7].

By this metaphor the speaker emphasizes the existence of a problem of insufficient financial provision of single-parent families, and, accordingly, raising the issue of solving this problem in the priorities of its own political activities.

"Але для значної кількості наших громадян існує інша реальність: матері та діти, що <u>поринули у глибини бідності</u>; злочинність та наркоманія, які вкрали багато життів і пограбували нашу країну, що володіє таким нереалізованим потенціалом"

In the translation of the expressive expression, a translation transformation called "addition" was used to improve the metaphorical phrasing imagery.

"An education system <u>flush with cash</u> but which leaves our young and beautiful students deprived of knowledge" [7].

This metaphor indicates the difference between the level of education funding and its quality, that is, with sufficient funds for education, future specialists do not receive sufficient knowledge. Therefore, in the future political activity the speaker intends to agree on the level of education with the level of its financing.

The translation of this sentence is as follows:

"Навчальна система заповнюється готівкою, але це залишає наших молодих і красивих студентів позбавлених знань"

Here, for translation of an expressive mean, a translation transformation, called modulation, was used. This transformation somewhat modifies the initial expression, without changing its content. The meaning of this transformation is to formulate the expression in such a way that it corresponds to the form of the expressions of the Ukrainian language.

"We will reinforce old alliances and form new ones – and unite the civilized world against radical Islamic terrorism, which we will eradicate completely from <u>the face of the Earth</u>" [7].

In this passage, we see the metaphorical use of the expression "from the face of the Earth", and although in practice this promise is unlikely to be fully implemented, it is a strong commitment to the policy of combating terrorism, which has long been a threat to the United States.

Since this metaphor has a direct match in the Ukrainian language, its translation is simplified and looks like:

"Ми посилимо старі альянси та формуємо нові – і об'єднаємо цивілізований світ проти радикального ісламського тероризму, який ми повністю знищимо <u>з лиця Землі</u>"

Also metaphorical means of expressiveness can be found in the speeches of E. Snowden:

"I did not seek to enrich myself. I did not seek to sell US secrets. I did not partner with any foreign government to guarantee my safety. Instead, I took what I knew to the public, so what affects all of us can be discussed by all of us in the light of day, and <u>I asked the world for justice</u>" [9].

Here the metaphorical appeal to the whole world of justice is also a means of expressiveness, although this question is not within the competence of the world.

Also used here is a means of expressiveness, such as repetition. A few sentences begin sequentially from the same phrase "*I did not seek*". This tool emphasizes the speaker's confidence in innocence and is a clearer paradigm, as opposed to a variant where the speaker would use different phrases at the beginning of these sentences. Repetition of this part adds memorable and ensures the formation of public opinion about the behavior of the speaker.

"*Without privacy, you can't have anything for yourself. Saying <u>you don't care about</u> privacy because you have nothing to hide is like saying <u>you don't care about</u> free speech because you have nothing to say*" [9].

Here, Snowden uses repetitions to increase the expressiveness of his speech, emphasizing the importance of these issues in the speech.

"*It's true, and these are the best and the finest. When Mexico sends its people, <u>they're not sending</u> their best. <u>They're not sending</u> you. <u>They're not sending</u> you. They're sending people that have lots of problems, and <u>they're bringing</u> those problems with us. <u>They're bringing</u> drugs. <u>They're bringing</u> crime. They're rapists. And some, I assume, are good people.*"[8]

In this example, D. Trump also resorted to numerous repetitions, highlighting the actions and inactivity of the neighboring country's population, for strengthening the border regime with which he campaigned.

"*Today we are not merely transferring power <u>from one</u> administration <u>to another</u>, or <u>from one</u> party <u>to another</u> – but we are transferring power from Washington, D.C. and giving it back to you, the American People*" [7].

In this example, D. Trump in his speech resorted to syntax repeats "*from one ... to another*" to create a more convincing speech effect.

"*Сьогодні ми не просто передаємо владу <u>від однієї</u> адміністрації <u>до другої</u> або <u>від однієї</u> сторони <u>до другої</u>, а ле ми передаємо владу з Вашингтона і повертаємо її вам, американскому народу*"

Thus, in translation, this recipe is also given promptly by the same constructs in order to accurately convey the expressiveness of the expression.

Thus, from the mentioned examples, one can see that the most commonly used lexical means of expressiveness is metaphorization, and among syntactic means, the most frequent is repetition. In the translation of syntactic structures, the most commonly used direct translation, and when the reproduction of lexical means of expressiveness apply translation transformations that allow the most adequately reflect the content of not only the text of speech, but also a figurative subtext of some expressive phrases.

Consequently, the greatest difficulty in translating expressiveness from English into Ukrainian is lexical constructs. They require not only verbal reproduction, but the preservation of imagery and emotionality embodied in the speech. The search for matches for the reproduction of figurative expressive elements requires detailed knowledge not only of the meaning of words, but also of understanding metaphors, idioms, and non-equivalents lexical constructions.

Conclusions. So, verbalization of emotions and expression in journalistic texts and speeches of public figures is due to a large number of different means of expressiveness. The use of means of expressiveness and emotionality is characteristic of public speeches and media texts to attract readers' attention to certain problems, events, election promises, etc. The most characteristic of these means is for political discourse in modern media.

Based on the functions of political media discourse, we must focus on political issues, encourage listeners to support political decisions, and therefore political discourse has a number of stylistic peculiarities, in particular the use of expressiveness, which reflects the personality of the politician, his direction of activity, creating a certain picture before the voter.

Means of expressiveness and emotionality can be expressed by different types of language tools. The specificity of the communicative effectiveness of political discourse is realized through the complex use of lexical-stylistic and syntactic (metaphor, repetition etc.) means of influence.

In the translation of syntactic structures, the most commonly used direct translation, and when the reproduction of lexical means of expressiveness apply translation transformations that allow the most adequately reflect the content of not only the text of speech, but also a figurative subtext of some expressive messages.

Therefore, the significance of expressiveness in the code case is different, and the translation of such means into the Ukrainian language should also take into account these features for the completeness of conveying the context of a particular speech or article in the media.

REFERENCES

1. Арнольд И. В. Стилистика современного английского языка (стилистика декодирования.) / И. В. Арнольд. – М.: Флинта-Наука, 2009. – 384 с.

2. Лобода Ю.А. Відтворення експресивних засобів політичних промов українською мовою (на матеріалі публічних виступів політиків Великої Британії та США) / Ю.А. Лобода. – Автореф. дис. к.ф.н. – К.: КНУ ім.. Шевченка, 2011. – 21 с.

3. Ерліхман А., Лупу К. Стилістичні засоби вербалізації образу Дональда Трампа (на матеріалі інавгураційної промови) / А. Ерліхман, К. Лупу // Науковий вісник УжНУ. – 2017. – № 1(37). – С. 14-17.

4. Мартин Н.В. Особливості англомовного політичного образу в медіа просторі / Н.В. Мартин // Наукові записки Національного університету "Острозька академія". – 2013. – Вип. 38. – С. 18–20.

5. Славова Л.Л. Мовна особистість політика: когнітивно-дискурсивний аспект [монографія] / Л.Л. Славова. – Житомир: Вид. ЖДУ ім. І. Франка, 2010. – 358 с.

6. Глінка Н. В. Експресивні засоби й стилістичні прийоми вираження експресивності та особливості їх перекладу / Н. В. Глінка, Ю. Зайченко // Вісник НТУУ "КПІ". Філологія. Педагогіка : збірник наукових праць. – 2013. – Вип. 2. – С. 34–39.

7. Inaugural Address: Trump's Full Speech. – Available at : http://edition.cnn.com/2017/01/20/politics/trump-inaugural-address. [Online 23.11.2017]

8. Here's Donald Trump's Presidential Announcement Speech. – Available at : http://time.com/3923128/donald-trump-announcement-speech/ [Online 23.11.2017]

9. Snowden E. The Snowden Reader / edited by David P. Fidler. Indiana University Press, 376. – Available at: https://books.google.com.ua/books?id=8ZvCBwAAQBAJ [Online 23.11.2017]

REFERENCES

1. Arnold, Y.V. (2009). *Stylystyka sovremennoho anhlyiskoho yazyka (stylystyka dekodyrovanyia.)* [Stylistics of modern English]. Moscow, Russia: Flynta-Nauka.

2. Loboda, Yu.A. (2011).*Vidtvorennia ekspresyvnykh zasobiv politychnykh promov ukrainskoiu movoiu (na materiali publichnykh vystupiv politykiv Velykoi Brytanii ta SShA)* [The Translation of the Expressive Linguistic Means of English political speeches into Ukrainian (based on speeches of British and US politicians)]. Extended abstract of candidate's thesis, Kyiv, Ukraine.

3. Erlikhman, A. & Lupu, K. (2017). *Stylistychni zasoby verbalizatsii obrazu Donalda Trampa (na materiali inavhuratsiinoi promovy)* [The stylistic means of verbalizing the image of Donald Trump (on the material of the inaugural speech)]. *Naukovyi visnyk UzhNU, 1*(37), 14–17.

4. Martyn, N.V.(2013). *Osoblyvosti anhlomovnoho politychnoho obrazu v media prostori.* [Features of the English-language political image in media]. *Scientific proceedings of the National University of "Ostroh Academy", 38*, 18–20.

5. Slavova, L.L.(2010). *Movna osobystist polityka: kohnityvno-dyskursyvnyi aspekt* [Linguistic features of politics: a cognitive-destructive aspect]. Zhytomyr, Ukraine: ZhDU im. I. Franka.

6. Glinka, N.V. (2013). *Ekspresyvni zasoby y stylistychni pryiomy vyrazhennia ekspresyvnosti ta osoblyvosti yikh perekladu* [Expressive means and stylistic devices in fiction, and expressive shifts in translation]. *Journal of National Technical University of Ukraine "KPI": Philology and Educational Studies, 2*, 34-39.

7. Inaugural Address: Trump's Full Speech (2017). Retrieved from http://edition.cnn.com/2017/01/20/politics/trump-inaugural-address.

8. Here's Donald Trump's Presidential Announcement Speech (2017). Retrieved from http://time.com/3923128/donald-trump-announcement-speech.

9. Fidler, D. P. (Ed.) (2017). *The Snowden Reader*. Indiana University Press Retrieved from: https://books.google.com.ua/books?id=8ZvCBwAAQBAJ.

Я.Г. Тікан, Ю.Д. Лемеш. Лінгвістичні засоби відтворення категорії експресивності в англомовній публіцистиці та особливості їх перекладу. Дана стаття присвячена дослідженню питань використання засобів реалізації категорії експресивності в англомовній пресі та специфіці їх перекладу на українську мову. Визначено коцепт експресивності та мовні засоби його репрезентації в англомовних публіцистичних текстах на прикладі політичних промов публічних персон а відомих діячів – Дональда Трампа та Едварда Сноудена. Багатоманітність лексичних, стилістичних, синтаксичних та морфологічних засобів вираження експресивності обумовлює актуальність їх вивчення в контексті англомовного публіцистичного дискурсу. В статті розглянуто практичні приклади використання лексичних засобів експресивності та їх ролі як стилістичного інструменту. Визначено, що одним із головних шляхів вираження експресивності як у текстах оригіналу, так і при їх перекладі цільовою мовою, є засоби лексичного рівня. У статті показано, що лексика публіцистичних текстів характеризується надзвичайною неоднорідністю стилістичних засобів, що використовуються авторами для створення перлокутивного ефекту, серед яких спеціальна термінологія, емоційно забарвлена лексика, поєднання стандартних та експресивних засобів мови. Окреслено мовні засоби та стилістичні прийоми вираження експресивності політичних промов, що використовуються для привертання уваги читачів. Досліджено особливості перекладу засобів вираження експресивності на матеріалі публіцистичних текстів з англійської на українську мову з використанням певних перекладацьких трансформацій для досягнення еквівалетності перекладу та збереження комунікативного впливу текстів англомовної публіцистики, що забезпечується використанням лексико-стилістичних та синтаксичних засобів мовного впливу на цільову аудиторію.

Ключові слова: експресивність; лексичні засоби; перекладацькі трансформації; публіцистика.

Я.Г. Тикан, Ю. Д. Лемеш. Данная статья посвящена исследованию вопросов использования в англоязычной прессе средств реализации категории экспрессивности и проблематике их перевода на украинский язык. Статья дает определение средств экспрессивности и исследует виды их представления в публицистических текстах. Многообразие лексических, стилистических, синтаксических и морфологических средств экспрессивности дает широкие возможности для их исследования в контексте указанной темы. Особенно широко средства экспрессивности и эмоциональности представлены в публицистических текстах на основе политических речей или выступлений публичных персон. В статье рассмотрены практические примеры использования лексических средств выражения экспрессивности и их роли как стилистического инструмента для влияния на целевую аудиторию. Также исследованы особенности перевода публицистических текстов со средствами экспрессивности с английского на украинский язык с использованием определенных переводческих трансформаций, рассмотрены способы достижения эквивалентности перевода.

Ключевые слова: экспрессивность; лексические средства; переводческие трансформации.