

CHALLENGES AND STRATEGIES IN POLITICAL TRANSLATION – NAVIGATING CULTURAL DIFFERENCES AND LINGUISTIC COMPLEXITY

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Introduction. In the field of political translation, a translator often has to reproduce a text that has direct or indirect political connotations, or translate for political purposes. The subtext may confuse the simultaneous interpreter and present him or her with additional problems during translation.

The information can be difficult to translate because it requires not only knowledge of the language, but also of cultural differences between countries. Historical events considered important in one country may be little or unknown in another, for example. Moreover, some statements may have different interpretations in different cultures, so the translator must be well versed in the culture of the country for which he is translating a speech or statement.

Aim. The work "Challenges and strategies in political translation - navigating cultural differences and linguistic complexity" is to explore the difficulties encountered in translating political texts, particularly in navigating cultural nuances and linguistic complexities.

This includes identifying the challenges inherent in translating political discourse across different cultural and linguistic contexts, as well as proposing effective strategies to address these challenges.

Materials and methods. During the investigation, the main focus was on such references and methods as:

1. *Sociolinguistic research:* Studying the relationship between language and society, including factors such as social class, gender, ethnicity, and identity;

2. *Historical research*: Investigating the historical context, evolution, and cultural influences on language and literature;

3. *Textual analysis*: Examining the linguistic features, structure, and content of texts;

4. *Translation studies*: Investigating the process, challenges, and strategies involved in translating texts between different languages and cultures.

Numerous academics and researchers in the fields of translation studies, political science and linguistics have studied the difficulties of translating political speeches. Some of the most prominent scientists who have worked on these issues include Susan Baskerville, Margaret Hield, Karen Hodge, Kate Stevens, Lorenz Degen and Dieter Schoenbaum. In addition, there are many academic articles and books on political speech translation written by scholars from around the world.

Results and discussion. In the field of political translation, a translator often has to reproduce a text that has direct or indirect political connotations, or translate for political purposes. This subtext may confuse the simultaneous interpreter and present him or her with additional problems during translation.

This information can be difficult to translate because it requires not only knowledge of the language, but also of cultural differences between countries. Historical events considered important in one country may be little or unknown in another, for example. Moreover, some statements may have different interpretations in different cultures, so the translator must be well versed in the culture of the country for which he is translating a speech or statement.

One of the causes of errors is unwarranted literal translation, i.e. trying to translate a sentence using the most common meanings of each element of the sentence. This strategy is often flawed, but in interpretation, where dictionaries are not available, it may, if not convey meaning, at least bring the recipient of the message closer to understanding the essence of the concept.

It was the lack of knowledge of the source language's lexical and grammatical norms that often resulted in intra-linguistic interference. Errors related to intra-linguistic interference occurred much less frequently in Ukrainian translations than in

English translations.

Among the translation options for English terminological phrases, there were also many examples where, in the absence of a foreign language equivalent, respondents tried to choose meanings that they felt were semantically close to the original.

During simultaneous interpretation, individuals may experience psychophysiological discomfort as they must listen and speak simultaneously. Even skilled interpreters may struggle, particularly when facing interruptions or multiple speakers talking simultaneously. Coping with the stress of speaking into the microphone without the ability to interrupt or request clarification from the speaker poses a challenge for interpreters.

Additionally, the irreversible nature of translation for a large audience means there is no opportunity to apologize or correct mistakes. The rapid pace of speech exacerbates psychophysiological discomfort, as speakers often talk quickly without pauses, leading to fatigue and detachment. Furthermore, interpreting between languages with different structures presents complex linguistic challenges, as some words and phrases lack direct equivalents.

Limited context and time constraints further complicate the translator's task, especially when dealing with variations in sentence structure between languages with free and determined word order.

Political lexicon forms the foundation for delineating political discourse, incorporating political terminology, ideological concepts, and sociological terminology. Political speeches employ various rhetorical devices, such as logical reasoning, evaluative language, emotional appeal, and figurative language, to articulate realities.

Consequently, they are marked by clarity, coherence, and emotive expression, fostering audience engagement, comprehension, and discourse.

Conclusion. The work "Challenges and Strategies in Political Translation - Navigating Cultural Differences and Linguistic Complexity" sheds light on the intricate process of translating political discourse across diverse cultural and

linguistic contexts. Through a comprehensive analysis of the challenges faced and the strategies employed, several key insights have emerged.

Firstly, it has become evident that political translation is not merely a linguistic task but a multifaceted endeavor that requires a deep understanding of cultural nuances, ideological frameworks, and socio-political contexts. The complexities inherent in political discourse, coupled with cultural differences, often pose significant challenges for translators.

Moreover, the study has highlighted the importance of adopting adaptive strategies to navigate these challenges effectively. Translators must employ a combination of linguistic proficiency, cultural sensitivity, and strategic decision-making to ensure accurate and meaningful translations.

Furthermore, the role of technology in political translation cannot be overlooked. While technological advancements have facilitated the translation process to some extent, human translators remain indispensable, particularly in dealing with the nuances and subtleties of political language.

In essence, this work underscores the critical importance of political translation in fostering cross-cultural understanding, facilitating diplomatic relations, and promoting effective communication on the global stage. By addressing the challenges and embracing strategic approaches, translators can bridge the gap between languages and cultures, ultimately contributing to the advancement of international discourse and cooperation.