THE USAGE OF PHRASEOLOGICAL UNITS OF THE ENGLISH LANGUAGE WITH AN ONOMASTIC COMPONENT IN SPEECHES OF POLITICAL FIGURES (A STUDY OF POLITICAL DISCOURSE)

O USO DE UNIDADES FRASEOLÓGICAS DA LÍNGUA INGLESA COM COMPONENTE ONOMÁSTICO EM DISCURSOS DE FIGURAS POLÍTICAS (UM ESTUDO DO DISCURSO POLÍTICO)

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Abstract. The article is devoted to the study of phraseological units with an onomastic component, as well as the translation ethics of future translators who, after graduating from higher educational institutions, will carry out their translation activities, interact with other translators, interact with customers and with all participants in the translation process, as well as in the speeches of political figures. The success and quality of the translation activities of future translators equally depend on their competent translation and impeccable observance of ethical norms and rules. The purpose of the presented article is to study phraseological units and the rules of their use in the field of translation with an onomastic component. The study was conducted at the intersection of linguocognitive,

anthropocentric, communicative and functional paradigms involving a large amount of information about the language being studied.

Keywords: phraseology, phraseological units, translation, onimastic, component, ethics, language.

Resumo. O artigo é dedicado ao estudo das unidades fraseológicas com componente onomástico, bem como à ética da tradução dos futuros tradutores que, após se formarem em instituições de ensino superior, realizarão suas atividades de tradução, interagirão com outros tradutores, interagirão com os clientes e com todos os participantes no processo de tradução, assim como nos discursos de figuras políticas. O sucesso e a qualidade das atividades de tradução dos futuros tradutores dependem igualmente da sua tradução competente e do cumprimento impecável das normas e regras éticas. O objetivo do artigo apresentado é estudar as unidades fraseológicas e as regras do seu uso no campo da tradução com componente onomástico. O estudo foi realizado na interseção dos paradigmas linguísticos, antropocêntricos, comunicativos e funcionais, envolvendo uma grande quantidade de informações sobre a língua em estudo.

Palavras-chave: fraseologia, unidades fraseológicas, tradução, onomástica, componente, ética, linguagem.

1. INTRODUCTION

Language is the most important tool for learning the spiritual culture of a person and the nation as a whole, as well as an important part of ethnic culture. The specificity of each linguistic consciousness presupposes a certain prism through which a person understands and perceives the world, as well as the spiritual culture of the people.

‘Linguistics also deals with the general principles of language functioning, the comparison of languages, their kinship and typological relations’ (Gorkin, 2006; Jamalpour & Derab, 2023).

Phraseological units began to attract attention as an object and subject of in-depth study in linguistics in Russia and abroad. Researchers in the field of philology and cultural history have long been engaged in tracing the origin, history, distribution and meaning of phraseological units (PU). Among them, linguists Anikin (1961), Akhatov (1995), Arutyunova (1990), Dushechkina (2014), Karasik (2001), Kunin (1996), Permyakov (1988), Telia (1996), foreign linguists Dundes (1980), Mieder (1995), Arewa (1964), Paczolay (1997), Taylor (1931) etc. There is a "story" behind each phraseological unit, and usually working with one text in a diachronic and semantic way is a serious task. ‘Phraseology does not form new units of speech, but it remains a unit of language’ (Kirillova, 1986; Jamalpour & Yaghoobi-Derab, 2022; Shariati et al., 2013).

A big issues of interpreters arise with the translation of expressive vocabulary, inability to accurately convey the feelings of the author of the statement fully explain emotions into the target language. Conveying the true meaning of the expression in conjunction with the correct transmission of the emotional message - this is a sure guarantee that the reader will understand the text as close as author.

In a political sphere this problem has shown bigger: every emotion of statement may include contextual meaning, caustic metaphor, easily accessible for understanding on the language of author. While translating the emotional lexicology should be especially careful, preliminarily examine the premises of speech and even the features of the speaker’s speech. For instance, in order to achieve necessary result in the process of delivering a public speech the speaker comes to various means to have an emotional impact on listener. The emotional feature of every speaker is individual and it comes in a process of social experience.

In the translation process it is very important to convey the nuances as the author’s assessment of the situation. Most often this manifests itself very expressively and is aimed at convincing. In a practical parts described cases when evaluativeness shows with phraseology.

By using phraseologies people in a some cases express negative points of view that's why this way of expressing is really common.

One of the skillful measures in political speech is the use of cautious phrases that are accompanied by ambiguity and irony. Although many researches have investigated cautionary expressions in scientific and colloquial discourse, there are very few studies that have addressed these expressions in terms of political power, image and politeness. The amount of political power has a direct effect on the quality and quantity of using these expressions.

There is a very close relationship between the vocabulary of the language and the culture and civilization of the society, as far as it can be said that the vocabulary of the language is a display of the culture of the people who speak it; Also, the vocabulary of the language reflects the changes that occur in the culture of the society over time; In order to understand this connection, one must pay attention to the culture of societies; "Culture is a set consisting of material and non-material phenomena; The means that people spend their time with are the material elements of culture, and social values, attitudes, thoughts, worldviews, and the like are the immaterial elements of society; In the majority of cultures and societies, all these dual elements can be detected in language and related processes.

Based on such presuppositions, linguistics is the science of knowing and examining language in a scientific way; The meaning of the scientific method is that "first, the objective, experimental and tangible facts and phenomena of language are collected, classified and listed, and conclusions are drawn from these lists; Then, the obtained results and hypotheses are put to the test so that if they are true or false, they are accepted or rejected as a theory. In linguistics studies, what is more important is not presenting hypotheses, but measuring these hypotheses with linguistic phenomena and describing them; with this credit, "linguistics can also be considered as the science of language description".

In the descriptive view, human beings have always benefited from various means and tools to communicate in their societies, among which, language is considered the most important tool and means; Therefore, language is a social institution; This means that people of a community have established its elements in order to know each other's intentions and to communicate with each other; "Language is not only the most important means of human communication, but it is also the basis of most other social institutions, and due to its social nature, it differs from one society to another, in harmony with the differences of societies.

The phraseological units (PU) gives more bright expressions on our speeches it's enhancing emotional impact and attracts the listeners and readers to statement. The hardest part of interpreters work is translated the closest version of stylistic figure speech ‘A translator can study transmissions without paying attention to them, and as a result receive a “dry” text. The main difficulty in translating a phraseological unit is that not a single dictionary can provide for all the possibilities of using twenty phraseological units’ (Alimov, 2005).

The study of PU with an onomastic component is dominated by various linguistic methods. This is the establishment of the linguistic affiliation of names, the identification of phonetic and phonemic patterns, morphological alternations, structural types, etc. The textual analysis of written monuments, their attribution to a certain epoch and dialect, the identification of spelling variations, their attribution to reliable and erroneous forms, the definition of linguistic influences to which the writer was subjected, etc. are of great importance. In the extralinguistic analysis of onomastic material, the history of the origin of objects, the change of their names, the transfer of the names of famous objects to others, the chronology of geographical discoveries and the movement of tribes and peoples, etc. are studied. ‘All these studies, which are basic for historians or geographers, are auxiliary for onomastics, as they help to clarify the causes of the emergence and change of names, naming trends and traditions associated with naming’ (Schweitzer, 2012). On the contrary, for historians and geographers, linguistics plays an auxiliary, applied role, helping to "extract" non-linguistic information from words.

2. METHODS

Social communication, as one of the interdisciplinary sciences, uses various research methods in the field of social sciences in conducting communication research. In our society most of these methods are few and unfortunately this has become a tradition in our academic circles. Adherence to the content analysis method has gradually dominated the thinking of communication researchers in our society with a kind of quantitative attitude. Nowadays, other different methods of discourse analysis, especially different approaches of critical discourse analysis, have gradually replaced the older methods of quantitative analysis. Qualitative analysis methods provide us with a deeper knowledge and understanding of the meanings hidden in texts and social discourses. Discourse analysis is a new method for research in communication texts, which has been used to understand the message and meaning used in communication messages.

In this article, it has been tried to use the discourse analysis - with a political approach - as a method to analyze the media text of one of the BBC news channels and to discover the ideological tendencies in the news reporting that probably lead to the formation of targeted news categories and it is biased, it should be used.

Discourse and discourse analysis

Discourse Analysis is an interdisciplinary study trend that emerged in the middle of the 60s and 70s following epistemological developments in the social and human sciences. It was at this time that the desire to systematize the process of speech and writing production and examine its structure and function arose. Discourse analysis approaches are very diverse: a group considers discourse analysis indebted to the critical movement, literature, linguistics, semiotics, hermeneutics, Gadamer's hermeneutics, and Michel Foucault's genealogy and paleontology.

At first glance, discourse analysis may seem like text analysis or speech analysis. But the reality is that discourse analysis is more than Harold Laswell's views on sender analysis, message analysis, medium analysis and receiver analysis.

Discourse analysis, in the beginning, had a completely linguistic tone. This term was used for the first time in 1952 in the article of a famous American linguist, Zelick Harris. Zelik Harris considers discourse analysis to be merely a formalist (and structuralist) look at sentences and texts.

Not long ago, some linguists used this concept in different meanings. According to some, discourse analysis includes the analysis of the structure of spoken language - such as conversations, interviews and speeches - and text analysis includes the analysis of the structure of written language - such as articles, stories, reports, etc. They believed that discourse analysis deals more with the function or structure of the sentence and discovering and describing its relationships. In other words, discourse analysis is knowing the relationship between sentences and looking at the whole of what is the result of these relationships.

Based on this, in discourse analysis, unlike traditional linguistic analysis, we no longer only deal with the syntactic and lexical elements that make up the sentence, as the main basis for explaining the meaning, but beyond that with factors outside the context, that is, the situational context. of Situation] we are dealing with cultural, social, political, communication etc. Therefore, discourse analysis examines the crystallization and formation of the meaning and message of linguistic units in relation to intra-linguistic factors (text context of linguistic units) and extra-linguistic factors (social, cultural, political, communicative and situational context).

It should also be mentioned that in a political text the biggest role plays what English unlike of Russian language is characteristic concept of “understatement”. The translator should know how this statement is expressed on English and feel how to convoy in a different situations to

Russian auditory. This concept as usual is translated as “linguistic restraint”, “understatement”, “restrained statement” (Komissarov, 1990).

In a process of learning phraseology we faced with some contradictions. Regarding the phraseology of the English language is allowed to say about her becoming as ‘a linguistic discipline that promotes a wide spectrum phraseological researches in English’ (Palmer, 1982). Based on the classification data of political phraseological units according to their evaluative component, we concluded that phraseological units with a negative evaluative component significantly prevail over phraseological units of two other types of assessment - positive and neutral. The general semantic asymmetry of the phraseological system (shift towards negative meanings) can be ‘explained by a more acute and differentiated emotional and verbal reaction of people to negative phenomena’ (Fedorov, 1988), as well as characteristic of stressful ones, i.e. sharply negative emotional states with a tendency to use ready-made speech forms, including stable verbal complexes. As a result of the study, it turned out that the phraseology of the English language is rich in phraseological units, the components of which are the names of the realities of political life. They represent one of the most significant layers of language. ‘The translator's intelligence, his impeccable politeness and correctness, comprehensive education, self-esteem, and a sense of the importance of his profession are, in the scientist's opinion, inseparable elements of the translator's ethics’ (Parshina, 2017).

Analysis of political discourse

The main goal in this section is to provide an analytical framework for researching political discourse in contemporary mass communication media. Political discourse is understood as a "discursive order" that is constantly changing within broader processes of cultural and social change that affect the media themselves and other social spheres that are associated with them.

In analyzing the political discourse of the media (and in fact any kind of discourse), one should pay attention to two things: first, attention to communication events and second, discourse order. Its aim should simultaneously be to explain specific communicative events and to shape and transform the political order of discourse. The political order of discourse refers to the structured configuration of genres and discourses that make up political discourse, systematic, though open and changing; which defines its political discourse at a certain point in time, definite and its limits.

Discourse rules are contexts of practice that are seen in particular discourse expressions. This version is described by the combination of two opinions: one interdisciplinary opinion and the other, critical opinion. The interdisciplinary approach is to consider critical discourse analysis as a resource for researching changing discursive practices and, therefore, to enable it to participate in a major research topic in the social sciences, namely the analysis of ongoing cultural and social change. , which is often interpreted in terms of major changes within or changes outside of modernity (toward late modernity or postmodernity). Critical thinking is to understand - from a particular discursive and linguistic perspective - how people's lives are determined and limited by the social constructions from which we suffer or rejoice (and also) to emphasize the contingent nature of Specific actions and the possibilities of their change are used.

In this version of critical discourse analysis, three different types of analysis are linked together in the form of integrated phrases to link cultural and social practices to the features of the text. These three types of analysis are:

- Analysis of texts (spoken, written, or a combination of semiotic aspects for example television texts;
- Analysis of discourse practices of text production, distribution and consumption;
- Analysis of cultural and social actions that shape discourse actions and texts.

A key feature of this version of critical discourse analysis is that the connection between texts and society or culture is made through discursive practices.

Translation of phraseologies are tough process especially in a two sided interpret. Experienced translator has his "gold fond' of equivalents and analogues of different phraseological expressions as a native language as a foreign language.

‘Several phraseological units (winged words) that came from Greek mythology, Roman history, sermons, Latin and Greek have stable correspondences (translations) in various languages’ (Chuzhakin, Palazhchenko, 1999).

As experienced interpreters mentions ‘in fact shouldn't translate from language on language but from one culture on other’ (Schweitzer, 2012). This statement is definitely right especially in a ways of translate a phraseology, proverbs, sayings, catchwords in a some of them shows history, culture and traditions of country.

We also analyzed the main sources of the emergence of phraseological units denoting the political sphere. The majority are made up of native English phraseological units. This can be explained by the importance that the monarchy and parliament have always played in the United Kingdom. Native English ‘phraseological units are associated with the traditions, customs and beliefs of the English people, as well as with realities and historical facts’ (Parker, 2009).

3. RESULTS AND DISCUSSION

Undoubtedly, as a training, translating into a foreign language is very useful for those who translate into their native language. But by its very nature, the first of these activities is incomparably more difficult than the second. To translate into a foreign language, you need to solve a two-pronged problem. The first is to be able to practice not only with written texts, but also with audio and video tapes. The second is to study with such a native speaker of a foreign language, in this case. English, which is able to help a future translator improve his pronunciation, intonation and syntax (Visson, 1999).

‘Translators and interpreters should be proficient in their working languages. However, the techniques and skills of these specialists are different. It is no coincidence that one of the most important criteria for choosing a particular profession, or rather its variety, is the type of personality. A very thoughtful person or a pedant and maximalist who likes to edit and rework texts can become excellent translators, while a synchronist who corrects his mistakes on the go, that is, out loud, is perceived by listeners, to put it mildly, without enthusiasm. Experienced scribe can translate six to eight pages a day well. A synchronizer sometimes has to rattle off the same number of pages in fifteen minutes. With such differences in their work, as one of the translation specialists noted, it is not surprising that "a highly qualified writer rarely becomes an outstanding interpreter. And a brilliant interpreter is not necessarily a good translator. One of them has the opportunity to calmly reflect alone with himself, the other thinks and constantly speaks in public and in a hurry (Visson, 1999).

The following are the main mistakes that translators make during the oral translation of phraseological units in the speeches of financial figures.

Mistake №1 Situation is typical for non-experienced translators especially in a beginning of negotiation when translator didn't get used to and didn't have time to write and confused. The situation is even more aggravated when the speaker’s speech is replete with phraseological phrases. This makes it difficult for the translator to grasp even the general meaning of the statement. In order not to find yourself in an awkward position, you should probably do everything before the manifestation or manifestation: study materials on the topic, read the relevant literature, become familiar with the terminology. On the other hand, if possible, it is useful to communicate with the person being translated, to “talk”, to inquire about the topic and range of issues that will be discussed during the conversation or touched upon in the speech. In addition to receiving verbal information about the composition of the delegation/group, names,

it should be extremely important to quickly and quickly read information about the activities of the firms or companies with which they will be officially conducting business. As a rule, these documents contain relevant terminology, information about the history and current position of the company and provide a lot of content that is less useful in translation. Having mastered and understood all this, the translator will feel confident and calm. If you couldn't avoid unpleasant situation, we offer the next variants of behave:

a) use the keywords, improvise and say something that doesn't contradicts to situation and suits for every situation
b) apologise and ask to repeat refer to noise and others distracting objective factors
c) c) pretend that nothing happened and continue working.

To avoid such a situation and help the translator (from the point of view of the sender of the information):

a) "warm-up", before starting a serious conversation, the parties exchange greetings, and secular phrases on the topics: weather. transit. the hotel, first impressions, etc., — this allows the translator to calm down, get used to, get used to the individual manner of speech, pronunciation, etc.;
b) familiarize the translator, at least before the very beginning of negotiations or speeches, with the topic, if possible, give materials (a copy of the abstracts, a second copy of the text), thereby psychologically support the translator. Nevertheless, the translator needs to have in stock a number of ‘introductory words and phrases with which to fill the pause in order to say something common, suitable for everyone’ (Averbukh, Karpova, 2009). At the same time, it is necessary to expand the vocabulary of phraseological units, learn new trends, pay attention to the speaker, because the personality of the speaker often determines his manner of speech.

As a rule, the translator really gets used to it soon, and then the translation process goes more calmly and smoothly. However, such situations often leave an unpleasant impression on the employer.

Mistake №2 also very unpleasant and ‘popular situation especially when person is using phraseological units in speech - when everything translated clearly without pauses but with opposite meaning’ (Chernysheva, 1970) it means that all info is distorted and interrupted, plus goes to minus. As usual, it happens if incorrectly understand the main info because even incomprehensible phraseology isn't allows to translate statement with description. In this case, the following behaviour options can be suggested:

a. translator - further work even in the case of calm filling or editing. Apologising. If the misunderstanding resolves itself, pretend that nothing happened;
b. for those being translated - in the next segment, repeat misunderstood phrases, removing phraseological phrases, or distorted precision information, which is the most difficult - dates, numbers, surnames, names, geographical names, etc., so that the translator can correct himself.

Mistake №3 in a full adequacy transmission of phraseologies but incorrect structure, tongue-tied presentation, with unnecessary words and pauses between phrases, etc. this situation is changeable and in a future with experience comes a grammatical correct speech, ‘correctly and clearly express your minds, necessary to expand your own phraseological dictionary’ (Fillmore, 1983).

Mistake №4 objective factors or individual features of translator which ones are incompetents’ knowledge to keep yourself, casual manner of communication, swagger,

unnecessary gestures or, conversely, stiffness, poor diction. Speech that is too quiet or, conversely, too loud. These features are changeable in a way of hard practises, work in front of mirror, video recorder. In any case, you just need to monitor your speech style, appearance, behaviour, learn to speak and behave in public, without being afraid of the microphone and the presence of a large audience. A certain amount of artistry helps a lot in interpreting.

'Undoubtedly, the ability to translate synchronously can be developed through study and training. But talent in the field of interpretation is very similar to musical talent. If a person has hearing and a gift and studies at the conservatory with a good teacher, then he can turn out to be a brilliant musician. And if he is born with an elephant in his ear, then even ten years of a conservatory with the best professors is fraught with a loss of time for both the student and the professors. The same is the case with synchronicists. A gifted student who studies at a good translation institute can become an excellent professional, and a feeling of irritation and dissatisfaction with fate awaits the untalented. He will torment himself and his unhappy listeners all his life' (Visson, 1999).

The authors of the book 'The World of Translation or the Eternal Search for Mutual Understanding' Chuzhakin & Palachenko (1999) ten "golden" rules of translation, using the services of a translator who will be able to improve their translation qualities and not panic when translating simple phraseological units and units.

For example: 1. Accuracy, scrupulousness and even pedantry during translation. In the process of translation, especially during oral translation with an abundance of phraseological phrases, it is impossible to avoid the loss of information, both for objective and subjective reasons (the translator did not understand something, did not hear it, did not have time to write it down, missed it, etc.).

'Therefore, special care should be taken, according to the principle of "neither subtract nor add," even sometimes to the detriment of form (style). As they say, in written translation you are the author's rival, in oral translation you are a submissive slave, faithfully serving your master - in this case, the one you are translating' (Chuzhakin, Palazhchenko, 1999).

2. 'Constantly improve their qualifications, professional skills, expand and deepen their erudition in various fields of knowledge, specializing, if possible, in one direction (law, finance, ecology, informatization, etc.).

3. To observe corporate solidarity and professional ethics, to increase the prestige of the profession, not to accept dumping payments for their work' Parshina, (2017).

Everything becomes easier if the proverb has an equivalent in a foreign language and the translator knows it and can use it in his translation. (let's say, bad luck - well begun, half done). If you don't know the equivalent or it's too colourful (for example, Apples and oranges - I'm talking about Thomas, and he's talking about Yerema), it's better to "sacrifice quality" and translate the general meaning of the saying or proverb, translate it descriptively or, in extreme cases, literally, warning that this is a literal translation. The most dangerous thing is to translate a bright figurative saying or phraseological phrase into an equally vivid phrase, but with a different image ("for example, to buy a pig in a roque, buy a pig in a poke"). If the speaker then starts playing with "cat" or "pig," difficulties will arise. In the most difficult cases, you can say: "We have a corresponding saying on this score" and leave it at that.

4. CONCLUSION

During negotiations at any level, mistakes and reservations are possible. The best advice is to try not to get into an awkward situation; Well, if it does happen, and it's not your fault, then smooth out the awkwardness, try not to put the person in an unsightly light, tactfully ignore the "mistake," try to distract the audience's attention and delicately correct the situation. When a translator feels that the one he is translating has, as they say, completely changed the subject,

then it is better to try, as far as possible, to edit out completely unacceptable things in the translation.

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