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LANGUAGE MEANS OF THE REPRESENTATION OF THE IMAGE OF UKRAINE IN THE ENGLISH MEDIA: A TRANSLATION PERSPECTIVE

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The article focuses on the problem of revealing the axiological aspect of the language representation of the image of Ukraine in the English mass media and ways of its rendering in Ukrainian translation. The research aims to explore various translation transformations when rendering verbal means of axiological representation of the image of Ukraine in the English mass media. The starting point of the study is that evaluation is a component of the semantic structure of a word as a language unit which indicates a certain value of objects and phenomena from the point of view of compliance / non-compliance with the requirements, interests, tastes, and preferences of the speaker. A short analytical analysis shows that evaluation reflects the value scale of the communicator, and characterizes the object of evaluation, classifying and correlating it with stereotypes, norms, and rules. It has been worked out that different evaluative language units, which are means of axiological representation of the image of Ukraine, play a number of interrelated functions in the texts of English mass media: express the author's attitude to the events or phenomena characteristic for Ukraine or reflect of the author's intentions. Special attention is paid to the translational analysis that demonstrates the most commonly used methods of rendering verbal means of axiological representation of the image of Ukraine in the English mass media in Ukrainian translations. Among them are lexical and semantic translation transformations. It is proved that the most frequent are differentiation and modulation, which make it possible to clarify the meaning of the source text language units in the translation to convey the evaluation embedded in the source text in the most accurate and understandable for the reader way. Verbal means of axiological representation of the image of Ukraine in the English mass media are reproduced in Ukrainian translations using the lexical and grammatical translation transformations, the main one of which is total rearrangement which allows conveying complex or figurative evaluative units through the description and explanation of the situation.

Key words: *image, language means, mas media, representation, translation, Ukraine.*

The statement of the problem. It is well known that the evaluability of language allows the speaker to convey feelings, and evaluations of people, situations and objects, as well as to share and contrast these thoughts with other speakers. We consider the increased interest in subjectivity, evaluation, and one's own opinion as part of the "affective turn" in philosophy, sociology, and political science. In linguistics, such studies cover

a wide range of theories, such as praise, position statement, and self-evaluation.

It should be noted that today in linguistics there is a certain ambiguity in the terminology related to the assessment of language. In particular, the terms *evaluation*, *affect* and an *appraisal* are used in Western linguistics. Thus, J. Thompson defines *evaluation* as "a broad umbrella term used to denote the attitude or position of a speaker or

writer toward a point of view regarding the entities or propositions in question” (Thomson, 1995). The authors associate this attitude with a number of values, such as personal determination, duty or desirability, which are subjective and culturally determined (Hunston, 2008). As for the term “affect”, its relationship with evaluation is quite complex: while evaluation refers to the expression of thought, the term “affect” is mostly used to express emotions or feelings. Although both affect and evaluation are related to the speaker’s expression of approval or disapproval, the evaluation does not necessarily refer to the extent to which speakers are emotionally involved in the discourse, nor to the types of utterances that can be used to evoke emotion in the listener.

Evaluation theory places the interpersonal function of language at the centre of communicative interaction, which is seen as a system of selecting means to impress attitudes, emotions, and evaluations in discourse. Evaluation is divided into three interacting domains: 1) attitudes related to our feelings, emotional reactions, judgments about behaviour and evaluation of things; 2) engagement related to the play of voices around thoughts in discourse; 3) gradation associated with meanings, with the help of which the speaker increases or decreases the intensity of the utterance or changes the focus of certain semantic categories.

In Slavic linguistics, a single term is used – assessment. In particular, I. V. Onishchenko interprets evaluation as a component of the “semantic structure of a word as a unit of language, which indicates a certain value of objects and phenomena from the point of view of compliance/non-compliance with the requirements, interests, tastes, and preferences of the speaker” (Onishchenko, 2004).

There are different language means of expressing the evaluation category. Since this category is closely related to the expression of the speaker’s emotional-subjective attitude towards an object or phenomenon, at first only words expressing a subjective assessment were included in the evaluative vocabulary. However, it was later proved that the verbalization of the assessment can be carried out at different language levels: with the help of word-forming means (affixal method); special lexical and grammatical classes of words (adjectives, adverbs, nouns of a functional nature, etc.); entire statements.

The relevance of this scientific research is determined by the fact that today the language of mass media is distinguished by a high degree of evaluation, and increased expression, which is created by appropriate expressive and pictorial

means. The identification and description of typical translation transformations during the reproduction of linguistic means of the axiological representation of the image of Ukraine in mass media texts requires a systematic analysis in the context of the cognitive-discursive paradigm. In addition, the transformational processes in modern Ukrainian society and the world in general, constant attention to Ukraine due to the full-scale Russian invasion, determined its central place not only in the Ukrainian but also in the English mass media. In addition, the evaluation of the image of Ukraine in English media texts forms a general collective public opinion, and its correct reproduction will significantly influence political decisions regarding Ukraine.

The research aims to identify axiological means of linguistic representation of the image of Ukraine in the English mass media and to determine ways of their reproduction in translation. Under the set goal, it is necessary to perform the following tasks: to characterize the evaluability of the text in the light of translation studies; to present the typology of evaluative values in the axiological representation of the image of Ukraine in the English mass media; to identify lexical-semantic and lexical-grammatical methods of reproduction of verbal means of axiological representation of the image of Ukraine in English mass media in Ukrainian translations. The research material is the texts of the English-language periodical “The Guardian”, 2022, dedicated to Ukraine.

Analysis of recent research and publications. The assessment became the object of research in the works of scholars in various aspects: linguistic (O. M. Bondarenko, I. E. Buyar, S. Gunston, B. Liu, J. R. Martin, M. M. Mikhalchenko, I. V. Onyshchenko, G. I. Prykhodko, A. S. Stadniy) and translation studies (N. V. Denisenko, S. S. Kolomiets). However, today the axiological interpretation of the image of Ukraine in various mass media is still insufficiently studied, although it affects the country’s place in the world political arena and decision-making regarding international cooperation.

It is a generally recognized fact that the evaluation structure includes components of different levels, such as subject, character, basis, modal frame, axiological predicate, noun predicate of functional nature, evaluative predicate, rating scale, rating stereotype, rating modes, rating motivation. In addition, moral-ethical and objective-subjective plans of “valuable” expressions are distinguished.

The presentation of the main material. In modern linguistics, there are a number of approaches to the classification of evaluation. Thus,

the axiological interpretation of the evaluation assumes that the two values of the axiological operator – “good/bad” depending on the “+” or “-” sign, to distinguish two types of evaluation – positive (ameliorative) and negative (pejorative, derogative). This classification has a generalized nature, as it makes it possible to identify the positive/negative attitude of the author of the statement towards the object of reality, and recognition/non-recognition of its value. In addition, the evaluation process is accompanied by the nominator’s emotional attitude to the object of naming, because when evaluating the world or a separate fragment of it. For example, the axiological units highlighted below that create the image of Ukraine in the English mass media allow the author of the article to express his attitude to the events or phenomena taking place in Ukraine, directly: I want to be worthy of Ukrainians who have proved to be a very strong nation that deserve a better future in Europe (Harding, 2022); and through the imagery: On Sunday a senior Ukraine government adviser said the country was reacting “seriously” to UK allegations that Moscow has plans to invade the country and install a puppet government and that Kyiv was resisting Russian efforts to destabilise its government and economy (Roth, Sabbagh, Carroll, 2022).

The process of translation is, in fact, a process of intercultural communication, and therefore the representation of evaluation in translation begins with its understanding and interpretation. During the perception of the text, special cognitive complexes arise in the translator’s mind, combining various operations of mental activity – representations, evaluations, and conclusions. The content of these complexes is perceived by the translator as vivid content properties of the text related to the author’s ideas.

The estimated tonality of the text and the means of its creation in the original language are very important during the analysis of translation decisions: it is important to understand to what extent the semantic dominants of the original text were preserved during translation. The task of achieving the maximum possible closeness of the evaluation content includes at least three aspects: 1) the reproduction of the evaluation content (the textual component of the evaluation); 2) the reproduction of the evaluative meaning (the evaluation component of the statement); 3) the reproduction of the estimated values of the units that make up the statement.

N. V. Denysenko claims that the reproduction algorithm when translating an evaluative component of a text involves a number of successive steps, including:

– determining whether the studied unit (word, phrase, sentence) is evaluative, taking into account the illocutionary force of the original message and its perlocution;

– establishment of various English assessment components;

– identification of established Ukrainian counterparts, and in their absence – the creation of contextual evaluative substitutes;

– final verification of the translation result for adequacy (Denysenko, 2022).

At the same time, it is worth noting that an evaluative statement during translation is often subject to various translation transformations. Thus, noting a certain metaphorical nature of the term “transformation” in the theory of translation, O. D. Schweitzer wrote that “actually we are talking about the relationship between the original and final linguistic expressions, about the replacement in the process of translation of one form of expression by another, a replacement that we figuratively call transformation. Thus, translation transformations are essentially interlanguage operations of “re-expression” of meaning” (Schweitzer, 1988).

As the analysis of the illustrative material showed, the list of lexical-semantic translation transformations, which are used in the reproduction of verbal means of the axiological representation of the image of Ukraine in the English media in the Ukrainian language, include differentiation, generalization, concretization and modulation. The involvement of differentiation is due to the need to clarify the meaning of polysemous words or appeal to the connotative meaning of such a word, usually an adjective or an adverb: eerily calm (eerily – боязко, жахливо, моторошно) – моторошно спокійний: “The mood last week in Ukraine was eerily calm, despite talk of war” (Hardin, 2022) – «Настрій минулого тижня в Україні був моторошно спокійним, незважаючи на розмови про війну»; wearily (втомлено, стомливо, зморено) – стомлено: “But, as Ukrainians wearily point out, the country has already been at war for eight long years, ever since Vladimir Putin annexed Crimea and kickstarted a brutish conflict in the east of the country, which has claimed nearly 14,000 lives (Harding, 2022) – «Але, як стомлено зазначають українці, країна вже вісім довгих років перебуває у стані війни, з тих пір, як Володимир Путін анексував Крим і розпочав жорстокий конфлікт на сході країни, який забрав життя майже 14 тис. осіб».

Quite often, differentiation is encountered when translating nouns that have an evaluative value. In this case, the meaning of the noun is chosen according to the context and the pragmatic effect

that this lexical unit should have on the reader: fear (страх, трепет, побоювання) – побоювання: The US and UK are withdrawing diplomats' families from Ukraine, but the EU has said dependants will stay put for now, amid heightened fears of a Russian invasion (Roth, 2022) – «На тлі посиленних побоювань російського вторгнення США та Велика Британія виводять сім'ї дипломатів з України, але ЄС заявив, що їх родичі поки що залишаться на місці».

The application of generalization modifies the meaning of a lexical unit of the original language in the translation in such a way that the axiological influence of the original is preserved in the translation: highly traditional (highly – високо, вельми) – дуже традиційний: Ukraine's Catholic west and orthodox east take a dim view of gay rights, and hold highly traditional social views (Harding, 2009) – «Католицький захід і православний схід України неоднозначно ставляться до прав секс-меншин і дотримуються дуже традиційних соціальних поглядів»;

Among the lexical-grammatical transformations used in the translation into Ukrainian of verbal means of axiological representation of the image of Ukraine in English-language mass media, include antonymic translation an integral transformation.

Antonymal translation is a translational transformation that consists in replacing the form of a word or phrase with the opposite (positive to negative and vice versa). The content of the translated unit remains generally similar (Maksymov, 2006). For example, in this text fragment, there is a levelling of the formally negative prefix un-, caused by the peculiarities of word usage in the English and Ukrainian languages (unrest – заворушення): Exercise increased caution in Ukraine due to crime and civil unrest (Roth, 2022) – «В Україні виявляйте підвищену обережність через злочинність та громадянські заворушення».

Holistic transformation involves expressing the meaning of what is said in one language by means of another, which are neither dictionary nor contextual equivalents of these words (Maksymov, 2006, p. 115). The given transformation makes it possible to convey the content and emotional content

of the verbal means of axiological representation of the image of Ukraine in the English-language mass media, neglecting their form, aiming at the pragmatic effect that these means should create on the reader, thus preserving the axiological load of the original text. In particular, holistic transformation is effective when reproducing the author's metaphors, or simply complex words formed from commonly used ones, for example: comic-turned-president – президент – колишній комік: How a surprise breakthrough might morph into war is a topic of conversation inside the Kyiv government of comic-turned-president Volodymyr Zelensky (Harding, 2022) – «Як несподіваний прорив може перерости у війну – це тема розмови уряду президента – колишнього коміка Володимира Зеленського»;

western-leaning political elite – політична еліта, яка схиляється до Заходу: And despite efforts by Ukraine's western-leaning political elite to integrate with Europe, there is little sign of a more liberal view taking hold (Harding, 2009) – «І незважаючи на спроби української політичної еліти, яка схиляється до Заходу, інтегруватися з Європою, немає жодних ознак того, що більш ліберальний погляд може закріпитися».

Conclusions and further perspectives. The use of lexical-semantic translation transformations is appropriate in the case of the translation of verbal means of axiological representation of the image of Ukraine, the components of which are ambiguous, or the counterparts of which have imprecise boundaries during translation. The conducted translation analysis proves that when reproducing such verbal means in Ukrainian, lexical-grammatical translation transformations are often used, such as antonymic translation and integral transformation. This group of translation transformations is the most difficult to implement and requires a separate approach, as it often involves the creation of new images and the replacement of some evaluative language elements with others while preserving the pragmatic load of the expression. We see the prospect of further research in the study of language means of implementing the category of evaluation of other important political phenomena in the English-language mass media at all language levels.

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МОВНІ ЗАСОБИ РЕПРЕЗЕНТАЦІЇ ОБРАЗУ УКРАЇНИ В АНГЛОМОВНИХ ЗМІ: ПЕРЕКЛАДАЦЬКИЙ РАКУРС

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Стаття присвячена проблемі виявлення аксіологічного аспекту мовної репрезентації образу України в англо-мовних ЗМІ та шляхів його репрезентації в українському перекладі. Мета дослідження – дослідити різноманітні перекладацькі трансформації під час передачі вербальних засобів аксіологічної репрезентації образу України в

англомовних ЗМІ. Матеріалом дослідження є тексти англійського періодичного видання "The Guardian" (2022), присвячені Україні після вторгнення Росії. Вихідним пунктом дослідження є те, що оцінка – це складова семантичної структури слова як мовної одиниці, яка вказує на певну цінність предметів і явищ з точки зору відповідності/невідповідності вимогам, інтересам, смакам, уподобання доповідача. Короткий аналітичний аналіз показує, що оцінка відображає ціннісну шкалу комунікатора, характеризує об'єкт оцінювання, класифікуючи та співвідносячи його зі стереотипами, нормами, правилами. З'ясовано, що різні оцінні мовні одиниці, які є засобами аксіологічної репрезентації образу України, у текстах англомовних ЗМІ виконують низку взаємопов'язаних функцій: виражають власне ставлення автора до подій чи явищ, характерних для України; або відображають наміри автора. Особливу увагу приділено перекладацькому аналізу, який демонструє найбільш вживані способи передачі словесних засобів аксіологічної репрезентації образу України в англомовних ЗМІ в українських перекладах. Серед них лексико-семантичні перекладацькі трансформації. Доведено, що найпоширенішими є диференціація та модуляція, які дають змогу уточнити значення мовних одиниць вихідного тексту в перекладі, щоб передати оцінку, закладену в вихідному тексті, у перекладі. найбільш точним і зрозумілим для читача способом. Значно рідше словесні засоби аксіологічної репрезентації образу України в англомовних ЗМІ відтворюються в українських перекладах за допомогою лексико-граматичних перекладних трансформацій, основною з яких є тотальне перегрупування, що дозволяє передавати складні чи образні оцінні одиниці через опис і пояснення ситуації.

Ключові слова: образ, мовні засоби, репрезентація, переклад, Україна.