Interpreting English Terminology in Social and Political Aspects of the Society

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Abstract: Many linguists point out that a socio-political translation does not need a kind of intelligence from them in comparison to a specific translation, for instance, where it is required to have information in the special area of translated field. However, background information has an important place in socio-political translation, and the more extensive this information, the more adequate the final outcome. Engaging socio-political translation requires considering and discussing specific features and, of course, a high lexical degree, since the vocabulary of the socio-political area is most susceptible to semantic changes. The equivalence of the translation means that the translator must design speech works in the target language that are amounting to the translated speech works according to the criteria.

Keywords: socio-political terminology, phraseologization, transliteration and transcription, translation process, equivalence

Introduction. The socio-political sphere remains one of the most innovative. It is marked by a tendency towards civil progress, political and social advances, values and orientations.

The most typical ways of the formation of socio-political terms are: rethinking of individual words, stable combinations of non-phraselogical nature, as well as phraselogical units that do not have a prototype in the form of a variable phrase. It is also known that the terminological apparatus of sciences studying certain social phenomena has the ability to be popularized easily. The presence of these attributes makes socio-political terminology an object of the study of linguo-culturology.

“Socio-political terminology” means a thematic combination of commonly used words and phrases of a stable and phraselogical nature, that are understandable by most native speakers, and which from a semantic point of view can be considered as socio-evaluative nominations. The informative component of socio-political terminology is implemented through explication in the meaning of social position or values. This layer of vocabulary is delimited from political science terminology, which is utilized only by specialists in special, politics-oriented sciences.

Literature review and methodology. Since the nominative units of socio-political terminology act as mental models for the perception of the world, designed to serve as a socio-political conceptualization of reality, this layer of vocabulary is a special channel for creating a corresponding picture of the world in the mass consciousness. It is proved that there are conceptual constructs familiar to native speakers, which influence any nomination formed on the basis of a trope. This means that images that served as basis for the representation of knowledge about various fragments of the political picture of the world are in constant correlation with the living environment, life experience and culture of the people. Such representations carry traces

2 Чудинов А.П. Политическая лингвистика: учебное пособие. М., 2008. С. 90
of everything that is known by man - from visual and acoustic impressions to the ones of conceptual nature, which are formed under the influence of heard, seen or read.

For instance, the nomination ‘stalking horse’ (заслонная лошадь) in the sentence ‘a candidate put forward in an election to conceal an anonymous person’s potential candidacy’ (кандидат «для отвода глаз», кандидат-прикрытие) is associated with the natural-geographical and national features of the United States. Originally it was used among hunters who lived on the Great Plains, where, due to scarce vegetation, hunters had to use their horses to hide while hunting a bison. The nomination ‘flip-flop’ (сальто-мортале) means a sudden reversal of opinion or policy by a politician, usually running for office’ is based on the image of an acrobat performing dexterous and unexpected tricks. The feature of the ‘dog-whistle’ (свист-сигнал, на который отзывается собака), ‘a type of political speech using code words that appear to mean one thing to the general population but have a different meaning for a targeted part of the audience’ (политическая речь, в которую заложены скрытые от широкой публики, но понятые целевой аудитории, значения и смыслы), is explained by acoustic impressions. These and many other examples confirm how important the role of “mental pictures” in reflection of the fragments of political picture of the world and in conveying the main features of these phenomena and their essential characteristics.

The English-language terminological apparatus of the political sphere is a dynamic linguistic phenomenon that is under active development. The nineteenth century is considered to be the golden age of the English political dictionary. It gave birth to the majority of nominations that are still actively used up to this day. Among them are: left, right, center, spoils system, lobbyist, split ticket, party ticket, dyed-in-the-wool, office seeker, dark horse, lame duck, slate, standard-bearer, gag rule, straw vote, party machine, filibuster, to whitewash, to keep the ball rolling, and others.

Discussion. The origin of the phrase ‘to keep the ball rolling’ (вести длинную и широкомасштабную предвыборную агитацию) dates back to 1840. During the election campaign in support of presidential candidate William Francis Harrison, an ingenious propaganda decision took place: a huge leather ball was rolled across the streets of American cities with the slogan “Keep the ball rolling!” on it.

Some terms were borrowed from other linguistic cultures. So, ‘left’, ‘right’, ‘center’ (левые, правые, центристы) came to American political language in about 1840 from Great Britain, where, in turn, they were borrowed from France. These terms were used to indicate the location of the deputies of the French National Assembly, where traditionally representatives with more radical political views took seats to the left of the president, and representatives of the conservative clergy were located to the right.

Great Britain gave the terms like ‘dark horse’ (тёмная лошадка) ‘a little-known politician who emerges to win a primary election and capture his party's nomination’ and ‘lame duck’ (хромая утка) ‘a public official still in office after the election but before the inauguration of his or her successor’ (не переизбранный государственный деятель). The author of the expression ‘dark horse’ is B. Disraeli, who utilized it in his novel ‘The Young Duke’ in the context of horse racing meaning ‘a person who is not expected to succeed in or unexpectedly wins’.

The term ‘lame duck’ came from the London Stock Exchange, where it was used in the meaning of ‘exchange bankrupt’. For some time, the original nomination remained, however, by the middle of the XIX century the term has entered the realm of politics. It is interesting to note that the nomination in the UK already has an additional negative connotation ‘one that is weak or that falls behind in ability or achievement’ (weak opponent).

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Nominations as *smoke-filled room, grass roots, pork barrel, square deal, new deal, keynote speech, off the record, egghead, brain trust,* as well as words formed with the suffix *-gate* (Koreagate, Quakergate, Frangate, Watergate) entered political discourse by the beginning of the XX century. The word ‘pork’ was included in the vocabulary of politicians as a slang term for abundance (of any kind) with a suspicious origin. At the beginning of the XX century in the process of further phraseologization of the meaning of the word pork, the phrase ‘*pork barrel*’ assigned the meaning ‘a bill or project requiring significant government spending in a locality to the benefit of the legislator’s constituents who live there’ (законодательно утверждение программ государственного финансирования отдельных регионов с целью повышения популярности политика, избиратели которого проживают в данном регионе).

The second half of the XX century is marked by a new surge in term-creation. The unstable political situation on the world’s scene and the need to resolve emerging conflicts led to the birth of a number of terms based on military and diplomatic metaphors, like: *guerilla strategy, offensive strategy, defensive strategy, push strategy, pull strategy, strategic withdrawal, search-and-destroy mission, clean bombing, dollar diplomacy, give-and-take policy, good-neighbor policy, kid-glove diplomacy, big-tent policy.*

A lot of nominations and phrases of phraseological character appeared at that time. For example, ‘*long hot summer*’ arose in 1966 during an unprecedented upsurge of the struggle of African Americans for their civil rights and began to be used as a euphemism for the word ‘*riots*’. ‘Straw man’ outside political terminology means ‘imaginary power’. The political meaning of the term is as follows: ‘a dummy candidate nominated for election in order to divert attention from another candidate and thereby split the political opposition.’

A lot of new words with metaphorical context and precedent have appeared in the political vocabulary recently. This feature of political terms is determined by the specificity of political communication. Imagery, an abundance of metaphors, orientation to word games and an emotional influence on the addressee are the most essential characteristics of modern political communication.

Real situation is a frequent source for new nominations these days. For instance, the phrase ‘*full Ginsburg*’—‘an appearance by one person on all five major Sunday-morning interview shows on the same day:

This Week on ABC, Face the Nation on CBS, Meet the Press on NBC, State of the Union on CNN and Fox News Sunday’(появление публичной личности в один и тот же день на пяти главных воскресных шоу).

This term is associated with the name of William Ginzburg, the lawyer of Monica Lewinsky, who became the first person to find himself in such situation on February 1, 1998.

**Result.** New nominations often force out generally accepted political vocabulary. For example, the phrase ‘agonizing reappraisal’ appeared in political discourse instead of a usual ‘change of mind’; the word ‘fringe’ or the phrase ‘lunatic fringe’ (безумствующие крайние) in the political language is used more often than traditional ‘extremists’.

The considered examples allow us to conclude that the role of extra-linguistic factors in the process of formation of the names of new phenomena is really great. The desire for novelty, the deliberate attempt of politicians to ‘hide’ their thoughts, euphemistic tendencies and, finally, the provocative style of political speeches - all this gives a rise to an abundance of neoplasm in the sphere of political vocabulary. Election campaigns, foreign policy, political traditions and socio-political practice of people is reflected in the socio-political translation.

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8 Игнаткина А.Л. Когнитивная интерпретация приемов интертекстуальности в современном российском политическом дискурсе, 2014. № 5 (100). С. 206.
9 Гарнов К.Д., Ипажемцева Н.Г. Англо-русский политический словарь. «Руссо», 2005
The lexical layer of any language is recognized to be quite flexible and very sensitive to changes. Lexical field represents the interrelation of various spheres of public life (political, socio-economical, for example) with the language system. That is why transformations in this sphere occur continuously, making it unstable.

This fact creates a number of translation problems for a novice specialist of this direction. One of them is the inability to see translation problems. Replacing the words of the original with the words of the target language is a translation fault called literalism. L.S. Barkhudarov defined a literal translation as the one carried out at a level lower than it is necessary. If a thought can be expressed in the same way as it is expressed in the original, in this case there is a correspondence at both formal and semantic levels.

As G. Sh. Doniyorova states in “Linguistic analysis of coronavirus terms which ‘infected’ our dictionary: on the example of world languages” “each language as a social phenomenon reflects any changes in the life of society”10, and each language is an original and specific phenomenon, and frequent coincidences are quite rare when comparing languages in translation. The meaning of the original is conveyed using translation correspondences. This creates the need for all kinds of translation transformations.

Conclusion. Describing the subject situation in English, one can use different predicate or configuration of attributes. “The predominant use of verb forms is distinctive to English. The Russian language, on the contrary, is characterized by a wider use of objectified actions and signs, which come out more frequently than in English. Intralinguistic factors can also lead to translation transformations, such as compatibility and change in communicative structure of the sentence.”11

Lexical units of English and Russian here show various types of semantic correspondences between each other:

About one-third of the total vocabulary of the English language constitute words and phrases that are equal in meaning of its Russian adequation (i.e. fully correspond). Regardless of context, they are always transmitted constantly with the same equivalent.12

Most of these words are terms:

- agenda - ‘повестка дня’
- indictment - ‘обвинительный акт’

2)Second group includes English words, which have different correspondences in the Russian language. So, let us take the English adjective ‘definite’. It can be translated as ‘определенный’,’ точный’, ‘ясный’, ‘конкретный’ into Russian. All these nominations have something in common:

- definite opinion – ‘определённое мнение’;
- definite statement – ‘не двусмысленное заявление’;
- definite dimensions – ‘точные размеры’

Context plays an important role, when choosing the right match for the words of this type.

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