

THE TRANSLATION OF POLITICAL DISCOURSE: STYLISTIC ASPECT

ПЕРЕКЛАД ПОЛІТИЧНОГО ДИСКУРСУ: СТИЛІСТИЧНИЙ АСПЕКТ

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This article investigates the language and stylistic features involved in the translation of political discourse, with a particular focus on the Ukrainian translation of Donald Trump's 2025 inauguration speech. Political discourse is a powerful form of communication designed to influence public opinion, shape ideologies, and mobilize action. As such, it presents unique challenges for translators who must preserve not only the semantic content but also the rhetorical impact, emotional tone, and persuasive strategies of the source text. The study draws on an interdisciplinary approach, incorporating elements of linguistics, pragmatics, cultural studies, and discourse analysis, to examine how Trump's speech functions rhetorically and how these effects are recreated in translation. The research identifies and analyzes the most frequently used rhetorical devices in Trump's speech, including repetition, anaphora, metaphor, emotionally charged vocabulary, patriotic appeals, rhetorical questions, contrasts (antithesis), slogans, and appeals to religious and cultural values. These devices are central to Trump's populist communication style and contribute significantly to the speech's persuasive power. The analysis demonstrates how the Ukrainian translation strategically employs various lexical and stylistic transformations – such as compensation, generalization, specialization, paraphrasing, modulation, and adaptation – to preserve the emotional intensity, clarity, and communicative effect of the original. Special attention is given to how culturally specific elements and ideologically loaded language are translated in a way that resonates with the Ukrainian audience while maintaining functional and rhetorical equivalence. Through a comparative analysis of source and target texts, the article shows that translation is not a mechanical process but a complex act of intercultural communication, where translators often need to negotiate between literal meaning and stylistic impact. The study further categorizes and quantifies the stylistic and lexical transformations used in the Ukrainian version, supported by tables that illustrate the frequency and types of these techniques. The findings underscore the importance of rhetorical awareness in translation and suggest that a successful political translation requires not only linguistic competence but also an in-depth understanding of the source and target cultures, political contexts, and communicative goals. In conclusion, the article emphasizes that the translation of political discourse, especially in high-stakes speeches such as inaugurations, must strike a balance between fidelity to the original and the expectations of the target audience. The translator's role involves preserving the speaker's intent, style, and ideological message, often through deliberate transformation rather than direct equivalence. The article also outlines potential directions for further research, particularly the exploration of foreignization and domestication strategies in political translation. Investigating how these strategies affect the reception and interpretation of political messages in different cultural contexts will deepen our understanding of translation as a political and ideological act.

Key words: political discourse, translation studies, rhetorical devices, stylistic transformations, lexical strategies, compensation, foreignization, domestication, Ukrainian translation, political rhetoric.

У статті досліджуються лінгвістичні та стилістичні особливості перекладу політичного дискурсу з акцентом на український переклад інавгураційної промови Дональда Трампа 2025 року. Політичний

дискурс є потужною формою комунікації, спрямованою на вплив на громадську думку, формування ідеологій і мобілізацію дій. У зв'язку з цим переклад таких текстів становить особливу складність: необхідно зберегти не лише зміст, а й риторичний ефект, емоційний тон і переконливі стратегії оригіналу. Дослідження базується на міждисциплінарному підході, що поєднує лінгвістику, прагматику, культурологію та дискурс-аналіз для вивчення риторичної функції промови Трампа та засобів її відтворення в перекладі. У роботі виявлено та проаналізовано найчастіше вживані риторичні засоби у виступі Трампа, зокрема повтори, анафору, метафори, емоційно забарвлену лексику, патріотичні апеляції, риторичні питання, контрасти (антитези), слогани та звернення до релігійних і культурних цінностей. Ці прийоми є характерними для популістського стилю спілкування Трампа й значно посилюють переконливість його промови. Аналіз показує, що український переклад стратегічно використовує низку лексичних і стилістичних трансформацій – таких як компенсація, узагальнення, конкретизація, перефразування, модифікація та адаптація – з метою збереження емоційної насиченості, ясності та комунікативного ефекту оригіналу. Особлива увага приділяється перекладу культурно специфічних елементів і ідеологічно навантаженої лексики таким чином, щоб це було релевантним для української аудиторії, але водночас відповідало риторичним та функціональним цілям оригіналу. Порівняльний аналіз тексту оригіналу й перекладу засвідчує, що переклад – це не механічний процес, а складний акт міжкультурної комунікації, у межах якого перекладач змушений балансувати між буквальним значенням і стилістичним впливом. У дослідженні також представлено класифікацію та кількісну оцінку стилістичних і лексичних трансформацій, виявлених у перекладі, з ілюстрацією у вигляді таблиць, які демонструють частотність і типи використаних прийомів. Отримані результати підкреслюють важливість риторичної обізнаності в перекладі та доводять, що ефективний політичний переклад вимагає не лише мовної компетентності, а й глибокого розуміння культур, політичного контексту та комунікативної мети. У висновках зазначено, що переклад політичного дискурсу, особливо таких значущих виступів, як інавгураційні промови, повинен знаходити баланс між точністю передання змісту та очікуваннями цільової аудиторії. Завдання перекладача полягає у збереженні намірів, стилю й ідеологічного послання оратора, що часто вимагає використання трансформацій, а не прямого еквівалента. У статті також окреслено перспективи подальших досліджень, зокрема вивчення стратегій форенізації та доместикації у політичному перекладі. Аналіз того, як ці стратегії впливають на сприйняття й інтерпретацію політичних меседжів у різних культурних контекстах, може поглибити наше розуміння перекладу як політичного й ідеологічного процесу.

Ключові слова: політичний дискурс, перекладознавство, риторичні засоби, стилістичні трансформації, лексичні стратегії, компенсація, форенізація, доместикація, український переклад, політична риторика.

Statement and substantiation of the problem relevance. Political discourse is currently attracting more and more attention because it is the specific language phenomenon and the tool of influence that the politicians use. Firstly, it is a specially crafted text aimed at persuading the audience and prompting them to act in a certain way. Political speech is the subject of research in linguistics, cognitive linguistics, cultural studies and pragmalinguistics. It is especially important to study the peculiarities of translation of the political speeches, because in this case it is necessary to study the text of the speech in a complex way, on the basis of several disciplines [1, p. 42].

Not only linguistic phenomena are important, but also stylistic, pragmatic and so on. It is necessary to integrate linguistic knowledge in different branches. In other words, attention from the language structure moves to different areas related to language communication. Of course, the semantic side of language units is important, as well as the connection between languages, culture and social relations [1, p. 43].

Speech texts are quite interesting in terms of their lexical content and certain emotional undertones. They are not only rich in information but also have a manipulative nature, which is quite fascinating from a linguistic point of view. Language is not only a means of communication; it can also serve as a tool for influencing consciousness [2].

This is exactly how language is used in politics. In other words, speech is a form of activity – a specific action aimed at achieving a certain result. Translating a political speech is a very challenging task, as it is a tool of influence. The translation must preserve the accuracy of the content, stylistic coloring, and the intended impact. Moreover, the speech text may contain cultural references, rhetorical questions, and pragmatic devices [3, p. 67].

Recently, there has been an active development of various kinds of relations between the United States and Ukraine. Therefore, there is an acute need to translate texts of this communicative area. Therefore, the study of political discourse translation is quite relevant.

Analysis of recent research and publication. Many scholars described public speech as a special kind of the text. Some consider this phenomenon as public political speeches and discussions (T. Nahorska). Some notice not only linguistic but also culturo-linguistic features in political discourse (N. Fairclough). The aim of political discourse depends on who the information is directed at (C. Schäffner).

Thus, the political discourse is a special language system used for propaganda and influencing listeners (Schäffner C.). For politicians, language is a tool for influencing and interpreting political events (M. Khosravi-Nik, D. Kelsey). The works of various scholars in this field, for example (Yu. Krapyva., D. Krikun, E. Latif) have shown that this area has not been adequately studied and the work on the study of political speech translation is relevant.

Political discourse is determined by the political culture of the politician and his ability to use linguistic means. Many scholars have studied translation transformations in political texts (N. Fairclough, Z. Kampf, P. Chilton). Among the main transformations are lexical, grammatical and stylistic ones.

The purpose of the article. The aim of the study is to identify the language and stylistic features of political discourse translation based on Donald Trump's inauguration speech.

To achieve this goal, the following tasks were set:

- to conduct research on political discourse;
- to examine the stylistic features of Donald Trump's speech;
- to identify translation transformations in Ukrainian.

The material for the study was Donald Trump's political speech in 2025, namely his inaugural address, which is posted on The White House Blog website.

The main material of the study. Today, political discourse is a linguistic expression of the relationship between a specific politician and society, which has different content and objectives. It is a kind of context that influences the formation of public opinion. It is a way of constructing political processes. At the phonetic level, politicians often use techniques such as alliteration, assonance, consonance, rhythm, pause and intonation in their election speeches [4, p. 82].

The characteristic features of election speeches in terms of vocabulary are the use of professional political terminology (*democracy, authoritarianism, totalitarianism, sovereignty, diplomacy, legislation, constitution, federalism, nationalism, ideology*), frequent use of 'highbrow' words (*hegemony, realpolitik, jurisprudence, bicameralism, multilateralism, autarky, gerrymandering, plutocracy, kleptocracy, subsidiarity, technocracy, populism*), clichés and stereotypes (*a level playing field, moving forward, across the aisle, boots on the ground, change is coming, tough on crime, tax and spend, time for change, restoring trust*), and uncreative idioms (*toe the party line, play hardball, muddy the waters, take the high road, reach across the aisle, walk a fine line, throw under the bus, beat around the bush, the powers that be, behind closed doors, hit the ground running, cover all bases, keep the status quo*) [5].

At the grammatical level, public speaking is characterised by the use of simple syntactic structures, as complex compound and subordinate clauses which are difficult to comprehend when they are heard; the use of introductory structures [6, p. 105] (*Ladies and gentlemen, Fellow citizens, Honorable members*), and logical connectors (*moreover, furthermore, in addition, also, not only that*), which help to establish the connection between the speaker and the listener.

The goal of political discourse is to inspire necessary and appropriate actions. In other words, the text of a political speech is aimed at persuading. Therefore, it is very important to engage the audience. To do this, you need to appeal to their emotions. And this should be done indirectly, not directly. Various language and stylistic tools are used to achieve this effect in communication [7, p. 236].

Donald Trump is known for his extravagant behaviour and free-flowing communication style, and his speech is emotional and expressive. The first thing that catches the eye is the simplicity of his language. In his campaign speeches, Donald Trump uses simple, sometimes colloquial vocabulary (*Make America Great Again – campaign slogan, often shortened to MAGA, Total mess – used to criticize policies, systems, or opponents, Witch hunt – to describe investigations he claims are unfair, Sleepy Joe – nickname for Joe Biden, Crooked Hillary – nickname for Hillary Clinton, The deep state – term used to suggest a hidden political establishment, America First – nationalist slogan emphasizing domestic over foreign concerns*) [8].

The expressiveness of his statements is created by the frequent use of adjectives in the comparative and superlative degrees: *they are much smarter...; our enemies are getting stronger and stronger... we are getting weaker*. Among these devices, epithets and metaphors prevail in Donald Trump's speech. Epithets are a powerful tool in the hands of a speaker for creating the necessary emotional background for a statement; they are designed to elicit a specific response from the listener, and Donald Trump skilfully uses them in his speeches: *strong and prosperous America, great product, tremendous people, big trouble, horrible and laughable deal*, etc.

Metaphors in speech help to make a statement more vivid, colourful and clear. The figurative form attracts the addressee and can make the statement more effective [9, p. 310]. Trump, being an excellent speaker, understands this and uses them quite often in his speech: *Hallowed ground where so many lives were given in service to freedom; China has our jobs; China... kills us. I beat China all the time*.

All the time. In the last example, Donald Trump uses another expressive device in addition to metaphor: metonymy. The word China refers to Chinese companies that have firmly established themselves in the American market and are hindering the free development of the American economy.

Most words are short, consisting of 1-2 syllables, and they are often repeated, i.e. a stylistic device is used - repetition: *A lot of people up there can't get jobs. They can't get jobs, because there are no jobs, because China has our jobs and Mexico has our jobs. They all have jobs* [8]. With regard to the issues raised in Donald Trump's speeches, the main themes are the prosperity of the country, negative past experiences, and national unity.

The words have been spoken during rising tides of prosperity ... – Слова вимовлялися в періоді процвітання

The phrase rising tides in combination with the noun prosperity is translated using the omission method to avoid tautology in Ukrainian.

Pre-election speeches employ a variety of stylistic devices and techniques at the level of phonetics, vocabulary and grammar. Using rhetorical questions and direct speech, Donald Trump builds a 'dialogue' with his audience, which makes his speech lively and dynamic:

Whose wife, by the way, has a Trump sign. His wife is a phenomenal woman; she has a Trump sign in her front yard. Isn't that nice? I just found that out this morning. Isn't that nice? [8] – *До речі, його дружина має табличку Трамп біля будинку. Його дружина – неймовірна жінка, в неї на подвір'ї стоїть табличка Трамп. Хіба це не чудово? Я щойно дізнався про це сьогодні вранці. Хіба це не чудово?*[10].

In this sentence, we see a repetition of the rhetorical question, which reinforces his surprise and draws the audience's attention to it [8, p. 43].

One of Donald Trump's favourite stylistic devices, as we have already mentioned, is repetition:

Jobs. We need jobs. Our jobs have left us. Our good jobs have really left us [8]. – *Робочі місця. Нам потрібні робочі місця. Наші робочі місця зникли. Хороші робочі місця справді пішли від нас* [10].

In this example, the word 'jobs' is the element that Donald Trump uses to focus his listeners' attention on the problem of unemployment. Donald Trump effectively highlights elements that are important to him through anaphoric repetition:

How stupid are our leaders? How stupid are these politicians to allow this to happen? How stupid are they? [8] – *Наскільки дурні наші лідери? Наскільки дурні ці політики, що дозволили цьому статися? Наскільки ж вони дурні?*[10].

In this example, anaphoric repetition is combined with parallelism, which enhances expressiveness and emphasis.

In his speech, Donald Trump actively uses a stylistic device known as explication, a rhetorical figure consisting of the complete or partial repetition of a thought:

We will have trade. We will have great trade. And it will be free trade, but it will be fair trade [8]. – *У нас буде торгівля. У нас буде чудова торгівля. І це буде вільна торгівля, але це буде чесна торгівля* [10].

In this example, in addition to explication, we also see anaphoric repetition and gradation.

This political speech employs numerous stylistic devices and linguistic means that make it emotional, persuasive, and effective in terms of influencing a mass audience [11, p. 43]. Here are the main ones, with examples from the text:

1. Repetitions (anaphora, epiphora, repetition of words/structures). They are used for emotional emphasis and rhythm:

Anaphora (repetition at the beginning of a sentence): *We will...; We will be the envy of every nation... ; We will move with purpose...; We will drill, baby, drill* [8].

Epiphora (repetition at the end of a sentence): *...that will help to do it. We'll use it* [8].

Repetition of words: *Millions and millions of criminal aliens...Thank you. Thank you. Thank you* [8].

2. Contrasts (antithesis). They create an image of the struggle between good and evil, truth and lies [12, p 36]: *A government that cannot manage a crisis at home while... causing catastrophic events abroad. We will measure our success not only by the battles we win but also by the wars we end* [8].

3. Emotionally charged vocabulary (elevated / derogatory) The speech deliberately uses vividly positive or negative vocabulary.

Elevated: *glorious destiny, thrilling new era, sunlight is pouring over the world, magnificent American citizens.*

Derogatory / Negative: *radical and corrupt establishment, catastrophic events, disastrous invasion, foreign gangs, betrayals, horrible betrayal.*

4. Appeal to patriotism. They are references to national pride, history, and heroes: *The golden age of America begins right now. January 20th, 2025, is Liberation Day. We will not forget our Constitution, and we will not forget our God* [8].

5. Message slogans / Political catchphrases. They are short phrases that are easy to remember: *America First, Drill, baby, drill. We will make his [Martin Luther King's] dream come true. We will be a rich nation again* [8].

6. Personal stories (ethos). They give the speech emotional depth and a human dimension: *Just a few months ago, in a beautiful Pennsylvania field, an assassin's bullet ripped through my ear... I was saved by God...*[8].

7. Direct address to the audience (apostrophe). It emphasizes personal communication with the citizens: *My fellow citizens... To the Black and Hispanic communities, I want to thank you... Some of whom are sitting here right now* [8].

8. Rhetorical questions. They are used to engage the audience and emphasize a point without expecting an answer. They enhance the effect of engagement and make the audience reflect: *That's interesting. But we can't let this happen. Can't do that* [8].

9. Hyperbole (exaggeration). They are used for dramatization: *Tested and challenged more than any president in our 250-year history. We will do it at a level that nobody has ever seen before* [8].

10. Metaphors and imagery. They make the speech more emotional and vivid: *A tide of change is sweeping the country. Sunlight is pouring over the entire world. Liquid gold under our feet* [8].

11. Polarization (*us* versus *them*). It creates a clear division between *the people* and *the enemies*: *Radical and corrupt establishment vs American patriots. Citizens who love this country vs criminal aliens, foreign gangs* [8].

12. Triads (rule of three). It is a classic rhetorical device used for rhythm and memorability: *Proud, prosperous, and free. Race, religion, color, and creed* (even more than three – for emphasis). *Defend our country from threats and invasions* [8].

13. Appeal to God / religious faith. It demonstrates the moral legitimacy of actions: *I was saved by God to make America great again. We will not forget our God* [8].

14. Direct actions / plans (performatives). They use of action verbs like: *I will sign, I declare, We will begin: I will declare a national emergency...I will end the practice of catch and release...We will begin the complete restoration of America...* [8].

All these stylistic devices, according to their frequency in Trump's speech, can be presented in a table (Table 1).

Table 1

The characteristics of the Use of Stylistic Devices in Donald Trump's Public Speaking

Name of Stylistic Device	Frequency of Use, %
Direct address to the audience (apostrophe)	81
Contrasts (antithesis)	14
Emotionally charged vocabulary (elevated / derogatory)	10
Repetitions	8
Rhetorical questions	8
Appeal to patriotism	7
Polarization	6
Message slogans	5
Personal stories (ethos)	5
Direct actions	4
Metaphors and imagery	4
Hyperbole (exaggeration)	3
Triads (rule of three)	2
Appeal to God	1

Reviewing the Ukrainian translation, it is evident how the translator employed various stylistic transformations:

1. Repetition and rhythm (compensation). *We will be proud, prosperous, and free* [8] is translated as...*створення нації, яка буде гордою, процвітаючою та вільною* [10]. The triad and rhythm are preserved, even with an additional word for fluency.

2. Emotional coloring (specialization). *Golden age of America* [8] – *Золотий вік Америки* [10]. The metaphor has been retained, even with added stylistic emphasis.

Thrilling new era [8] – *захоплюючої нової ери* [10]. The expressiveness has been increased.

3. Metaphors and imagery (compensation / adaptation). *Tide of change is sweeping the country* [8] – *хвиля змін охоплює країну* [10]. The metaphorical image has been maintained.

Sunlight is pouring over the entire world [8] – *сонячне світло заливає весь світ* [10]. A similar stylistic device.

4. Conciseness or clarification (compression / generalization). *Every single day of the Trump administration* [8] is translated as *Протягом кожного дня правління моя адміністрація та я...* [10]. Condensed, but the meaning is preserved.

5. Expressive elements (specialization or compensation). *Drill, baby, drill* [8] – *Будемо свердлити, малята, свердлити* [10]. The humorous emotion is retained.

Saved by God to make America great again [8] – *Бог врятував мене, щоб зробити Америку знову великою* [10]. It maintains a religious and mythic undertone.

6. Repetition. *Thank you. Thank you. Thank you* [8]. – *Дякую. Дуже дякую всім* [10]. It is changed slightly, though the repetition and emotional charge are maintained.

This approach allows the preservation of the key rhetorical effects of the original, adapting them to the Ukrainian linguistic tradition.

The translation consciously employs stylistic transformations, namely: Compensation – to preserve emotionality, rhythm, and metaphors. Specialization – adding expressiveness where it is important. Compression / generalization – for smoothness and clarity [13, p. 251].

Here are some examples of compensatory translation transformations in the translation of Donald Trump's speeches.

We will have trade. We will have great trade [8]. – *У нас буде торгівля. У нас буде чудова торгівля* [10].

Repetition and rhythm may be lost. Preservation of repetition helps maintain the rhythm and emphasis.

How stupid are our leaders? [8] – *Наскільки дурні наші лідери?* [10].

There is intonational emphasis. Compensated by intonation in the translation and by repeating the question.

Specialization: *Policies* [8] – *Внутрішня політика* [10].

Specification of the concept to enhance the effect and accuracy in the translation. Specialization of the general concept 'policy' into 'domestic policy' to provide specificity in the context of the speech.

Military power [8] – *Ядерна зброя та збройні сили* [10].

Specification of the concept to strengthen the effect and accuracy in translation

Economy [8] – *Фінансова система та ринок праці* [10].

Specialization of the general concept 'economy' for better understanding and more accurate conveyance of meaning

Generalization: *Nuclear weapons and armed forces* [8] – *Збройні сили* [10].

The narrow term 'nuclear weapons' is generalized to the broader 'armed forces' for simplification and adaptation.

Trade agreements with specific countries [8] – *Міжнародна торгівля* [10].

Specific agreements have been replaced by the general term 'international trade' for the sake of generalization and easier understanding.

Transliteration and calquing. Names and brands often remain untranslated or with minimal adaptation. For example, *Make America Great Again* is often translated as a calque [8] – *Зробити Америку знову великою* [10].

Replacement of words with emotional connotation. Words with a strong positive or negative tone (for example, *fake news* [8] – *фейкові новини* [10]) can be adapted to preserve the emotional effect.

Paraphrasing. Often complex ideas are simplified to be more understandable to the target audience [14, p. 109].

Idiomatic transformations. Expressions like *tremendous success* can be translated as *великий успіх* or *надзвичайний успіх*, depending on the context.

The stylistic coloring of Trump's speeches is conveyed through lexical transformations (Table 2).

There are some stylistic transformations in translating Trump's speeches with examples

Raising or lowering the stylistic level: *We are going to win so much, you're going to be tired of winning* [8]. – *Ми так багато виграватимемо, що ви втомитеся від перемог* (lowering the level to preserve conversational style) [10].

Adaptation of metaphors and idioms: *This is a tremendous success* [8]. – *Це надзвичайний успіх* [10].

Table 2

The use of lexical transformations as stylistic devices in the translation of Trump’s speeches

Type of lexical translation transformation	Frequency of use, %
Compensation	24
Specialization	22
Generalization	81
Transliteration and calquing	15
Replacement of words with emotional connotation	8
Paraphrasing	10

Preserving or conveying emotional coloring: *Fake news is the enemy of the people* [8]. – Фейкові новини – справжній ворог народу [10].

Replacement of repetitions and tautologies: *We will build the wall. We will make it strong. We will make it powerful* [8]. – Ми побудуємо стіну. Ми зробимо її міцною. Ми зробимо її потужною [10] (preserving repetitions for rhythm).

Conveying the speech style and pace: *It’s going to be great. Believe me* [8]. – Це буде чудово. Повірте мені [10]. Keeping short sentences preserves the lively style of the speech [15, p. 87].

Intonational and expressive means: *We’re going to win, win, win!* [8] – Ми будемо вигравати, вигравати, вигравати! [10] (translation with added exclamation marks).

Replacing cultural references: *The American Dream is alive* [8]. – Ідеал американської мрії залишається живим і надихає [10]. (Adaptation for Ukrainian audience).

Adding or reducing epithets: *Great, great people.* [8] – Чудові, справді видатні люди [10]. (Translation with added epithets).

Changing stylistic clichés: *Together, we will make America great again* [8]. – Разом ми повернемо велич Америки [10]. (Adapted translation of the cliché).

Several types of stylistic transformations are used in the translation of Donald Trump's speeches (Table 3).

Table 3

Types of stylistic transformations in the translation of Trump’s speeches

Type of Stylistic Transformation	Frequency of Use, %
Adaptation of metaphors and idioms	17
Replacing cultural references	16
Raising or lowering the stylistic level	15
Preserving or conveying emotional coloring	14
Replacement of repetitions and tautologies	10
Conveying the speech style and pace	8
Changing stylistic clichés	9
Adding or reducing epithets	6

Conclusions. The speech was a mixture of promises and contradictions that highlighted some of the opportunities and challenges the new president will face during his second term. Among stylistic devices, the most common are explication, contrast, parcelling, ellipsis, anaphora, and repetition.

The analysis of Donald Trump’s speeches and their Ukrainian translations demonstrates the extensive and deliberate use of various stylistic and lexical transformations, which are crucial for preserving the rhetorical effect, emotional intensity, and persuasive power of the original text in the target language.

Trump’s speeches are characterized by a wide range of rhetorical devices, including repetitions, contrasts, emotionally charged vocabulary, metaphors, slogans, and rhetorical questions. The Ukrainian translation effectively retains these elements through the use of stylistic transformations

such as compensation, modulation, and adaptation, ensuring that the core communicative and persuasive functions remain intact.

Key transformations like specialization, generalization, and paraphrasing help to adapt complex political and cultural concepts, making them more relatable and understandable for the Ukrainian audience. At the same time, stylistic techniques such as raising or lowering the stylistic level, preserving rhythm, and recreating emotional intensity contribute to maintaining the dynamic and accessible style of Trump's speech.

Trump's speeches often rely on culturally specific references and idioms that require contextual adaptation. The translators frequently employ calquing, cultural substitution, or functional equivalents to maintain the intended message and impact while respecting the norms and expectations of the target culture.

Lexical strategies such as replacement of emotionally connoted words, idiomatic adaptations, and compensatory translation serve not only linguistic but also ideological functions, ensuring that the political message resonates with the target audience in a similarly impactful way.

This suggests a translation strategy aimed primarily at preserving emotional tone, stylistic vividness, and rhetorical structure, rather than strict literalness.

The translation of Donald Trump's speeches is not merely a linguistic task but a complex communicative act that requires balancing fidelity to content with adaptation of form and style. By using a wide range of stylistic and lexical transformations, translators are able to convey the persuasive force, emotional appeal, and populist tone of Trump's rhetoric in a manner that is both culturally appropriate and functionally equivalent for the Ukrainian-speaking audience.

The prospects for further research are related to the identification of the processes of foreignization and domestication in political texts.

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