THE ROLE OF TRANSLATION IN THE GLOBAL POLITICAL DISCOURSE

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Abstract. The article analyzes translation aspects in the global political discourse. The author focuses attention on such categories as globality, publicity, mediality, multilingualism, intercivilizationalism and disharmony, which characterize political discourse under the conditions of globalization and creation of the common communication space. Global political discourse on the Internet is of particular interest to the author as the web is becoming the main source of information for the modern man, presenting a wide range of political ideas and world views and forming mass stereotypes of mass consciousness, actualized in political discourse. The study of political discourse on the Internet is important to predict the development trends of the global political discourse and global politics. The author emphasizes a multilingual character of global political discourse and presents recent data from the Internet electronic publication World Stats on the distribution of Internet users by language and the Internet penetration. Besides, the author focuses on the development of machine translation systems, including online translators and automatic telephone interpreters, and their usage in political discourse. Finally the author emphasizes the importance of creation of a sophisticated multilingual thesaurus to harmonize the global communication space and improve political discourse.

Keywords: political discourse, intercivilizationalism, disharmony, global communication space, machine translation, multilingual thesaurus.

This article is devoted to translation aspects of globalization of political discourse - a new phenomenon, yet little studied by linguistic science. Growing interrelationship and interdependence of countries and peoples, the need for their co-operation to solve global problems necessitate the involvement of the representatives of all nations, peoples and cultures, all civilizations of Earth in the political discourse. And modern global means of communication, successfully overcoming frontiers and creating global communication spaces, provide a technical support for the global political discourse.

Political discourse in the global communication space is significantly different from the other known types of political discourse. It is characterized by globality, publicity, mediality, multilingualism, intercivilizationalism and disharmony.

Globality of political discourse is its accessibility to a global audience, potentially - to anyone in the world. Such components of the global communication space as satellite TV and especially mobile communication networks and the Internet, provide the technical possibility not only for passive but also for active participation in the discourse of most of the population of our planet. According to the UN Telecommunications Agency, more than 5 billion people on Earth use mobile communication, and more than 2 billion - Internet network [GlobalScience 2011]. Thus, the first feature of contemporary political discourse in the global communicative space is its global availability, regardless of distance, geographical and political boundaries.

Publicity of political discourse in the global communication space is not only determined by the technical possibility to involve the world population at large in it, but also by the needs of contemporary world politics. Public political discourse is first and foremost addressed to the masses and directs the formation of political picture of the world in the mass consciousness to encourage the masses to this or that political activity. It turns out to be a more effective tool to change the political structure of countries and even entire regions than administrative discourse of political elites and even war. An illustrative example of the effectiveness of public political discourse in the global communication space is the so-called "Arab Spring". Moreover, in the global communication space even secret documents, originally intended only for the confidential usage, become the subject of public discourse. The most striking example of this is the publication of secret documents of the US State Department on the WikiLeaks website [WikiLeaks 2012].

Mediality of political discourse in the global communication space means that this discourse is carried out mainly through the global media, which, according to Y. N. Zasursky, created in the modern world "new global public spaces, which include national public spaces, creating thus opportunities for the development of a global civil society" [Zasursky 2007: 398]. The role of the media in the XXI century cannot be overemphasized - it is the media which are the main source of information for the modern man, it is the media which form stereotypes of political thinking on which national, religious, party and other group pictures of the world are based, characteristic of mass political consciousness. At the same time, along with the print media, radio, TV, more and more influence on the mass consciousness gain Internet resources: information and search engines, blogs, hubs, forums, video portals, etc. For the purposes of this study, global political discourse on the Internet is of particular interest to us because:

− The Internet can be seen as the cutting edge of globalization of political discourse. On the Internet you can find the expression of a wide variety of points of view on political realities. It presents all the political forces that exist in the world – from the official policy up to the marginalized and extremists. The anonymity of the Internet and its lack of political censorship allow obtaining more objective information about the ideas and stereotypes of mass consciousness, actualized in political discourse.

− The Internet community is mainly composed of young people – those who are building the new global world and who are going to live in it. Therefore, the study of political discourse on the Internet is important to predict the development trends of the global political discourse and global politics.

− The Internet is a synthetic medium, a rich source of information. The Global Information Network provides the opportunity to read, see and hear about almost any political event anywhere in the world right after it happened.

− The Internet serves as an excellent testing ground for promising ways to implement cross-language, ethnic, intercivilizational discourse, including machine translation technology.

Multilingualism of global political discourse is determined by its global, public and media character. As a rule, the addresser sends a message to the global communication space in a particular language. But the target of global political discourse is a multilingual audience, potentially – the whole world. The following data from the Internet electronic publication World Stats [InternetWorldStats November 30, 2015] on the distribution of Internet users by language, presented in the table below, can be cited in this respect:

Table 1.

Top 10 Languages Used in the Web – November 30, 2015	Internet users by Language	Internet Penetration (% Population)	Users Growth in the Internet (2000-2015)
English	872,950,266	62.4 %	520.2 %
Chinese	704,484,396	50.4 %	2,080.9 %
Spanish	256,787,878	58.2 %	1,312.4 %
Arabic	168,176,008	44.8 %	6,592.5 %
Portuguese	131,903,391	50.1 %	1,641.1 %
Japanese	114,963,827	90.6 %	144.2 %
Russian	103,147,691	70.5 %	3,227.3 %
Malay	98,915,747	34.5 %	1,626.3 %
French	97,729,532	25.4 %	714.9 %
German	83,738,911	87.8 %	204.3 %
Top 10 languages	2,632,248,147	53.5 %	787.0 %
Rest of the languages	734,013,009	31.3 %	1,042.9 %
World Total	3,366,261,156	46.4 %	832.5 %

The presented data suggest that the English-speaking Internet segment (the former was once completely English-speaking) now occupies about 25.9% and its share continues to decline due to the rapid growth of other linguistic segments, first of all - Chinese and Arabic, which, moreover, have a huge potential for further growth. Consequently, a discourse in the global communication space requires translation of messages in the languages of all the participants of the discourse.

Intercivilizationalism. Public discourse in the global communication space is carried out not only by people with different languages, but also with different worldviews in their mind due to their national, political, culture and civilizational identity. Interethnic and intercultural discourse is actualized in the following types of discourse:

• *intracivilizational*, that is carried out by members of one civilization. This type of discourse is done in regional monocivilizational spaces, including the countries of one region, for example, of Western Europe, where despite the growing presence of representatives of other civilizations, political discourse is based on the world view of Western civilization;

• *intercivilizational*, which involves representatives of different civilizations. Such discourse arises in the global communication space. For example, at the beginning of 2012, on the Internet there were presented 228 countries [US Census Bureau 2012], representing all the modern civilizations of the world. In intercivilizational discourse actualize and interact the world views specific to various civilizations (Western European, Eastern European, Muslim, Indian, Chinese, and others). Many of the basic concepts of these world views are so different in content that in the discourse they may breed conflict of cultures instead of dialogue.

Disharmony of political discourse in the global communication space is an inevitable consequence of its multilingualism and intercivilizationalism. Disharmony discourse stands for the wrong, ambiguous, incomplete transfer of information and an inadequate, undesirable or unpredictable emotional reaction to it. In the modern world civilizations are divided not only geographically and economically, but by profound differences in languages and cultures, the world views in the mass consciousness of representatives of these civilizations. Disharmony discourse does not only prevent the perception of messages by the addressee, which came to him from the addresser speaking a different language and belonging to a different civilization. Disharmony discourse often provokes and aggravates conflicts between civilizations. Therefore, to achieve mutual understanding in intercivilizational it is necessary if not to completely dismantle linguo-cultural barriers separating

civilization, then at least to reduce the disharmony discourse associated with these barriers to a safe level, i.e. to strive for the harmonization of discourse, by which we mean a good knowledge and understanding of the objective linguo-cultural differences, search for compromises in order to achieve the goals of communication, search for a match in the areas of conceptospheres, expansion of these areas.

Harmonization of discourse can be carried out at the level of the world view – this requires educational work for many generations; and at the level of text messages – from compliance with the rules of speech ethics to political correctness; and at the level of translation of the text message. From a practical point of view, namely the harmonization of the translation can be the fastest feasible way to harmonize political discourse in the global communication space.

In the modern theory of translation, as a rule, several levels of translation equivalence are considered, but the main level recognized is a pragmatic level. When translating socio-political texts in the global political discourse, one must base on the communicative translation theory in which the main criterion of the adequacy of the translation is its communicative equivalence, which is based on the goal of the communicative act.

Stereotyping of political thinking, ideologized political conceptual spheres, a metaphorical character of political speech and other features of political discourse make difficult communicative equivalent translation of political speech in general and in particular – emotionally and ideologically colored evaluation vocabulary. This vocabulary, rich in figurative expressions, reflecting the views of particular social groups, nations and civilizations, is closely connected with the corresponding linguo-cultural environment. And adequate perception of this vocabulary by representatives of different linguo-cultural groups is often impossible without knowledge and understanding of linguo-cultural differences between these groups.

Translation is a prerequisite for the implementation of the global political discourse. Each member of the discourse, who does not speak the language of the discourse, tries to express in this language their thoughts, reflecting the political world view in his mind, which is part of a language world view. This requires a selection of communicative equivalents in a foreign language, which actually lies in the basis of translation. Thus, a member of such a discourse is not only the addressee or addresser, but also a translator, translating to the best of their abilities. Accordingly, the addressee, receiving a message in a foreign language, actually translates it into their native language. In the global communication space one cannot count on the fact that the translation competence of discourse participants would be sufficient enough to provide equivalent translation of the text of the political discourse and to harmonize the translation process. Especially since Internet users often refer to machine translation systems which are becoming more widely available.

Progress in the development of machine translation of texts is related to both the continued growth of power and memory capacity of computers and the improvement of translation algorithms. One of the examples is an online translator, a built-in Google search engine [http://translate.google.com/#], which provides quite a meaningful translation of Internet pages of texts devoted to information technology, news, economy, science and technology. Quality and reliability of machine translation is rather sufficient for the translation of written and spoken language in simple communicative situations. This is evidenced by the appearance at the market of automatic interpretation of telephone conversations. In particular, the Japanese mobile operator NTT DoCoMo is planning to launch provision of automatic simultaneous English-Japanese and Japanese-English translation of telephone conversations. Since the end of 2010, NATO and Afghanistan have been experiencing the program "TRANSTAC", which turns the mobile phone into a speech translator from English to Pashto and vice versa. According to statements by NATO experts, the quality and speed of translation is quite sufficient for soldiers to communicate with the local people in standard situations such as verification of documents or residential buildings raid. However, fortunately for language teachers (and unfortunately for students and other users), the quality and reliability of machine translation systems is not high enough to convert more complex texts, in particular, the political texts in the media.

The conclusion suggests itself: it is impossible to improve the machine translation of political texts without providing more detailed information about the content of concepts in different languages and interlinking of concepts. Further progress in the recognition and interpretation of the meanings is possible under the following conditions:

1. Creation of thesauri, fixing concepts in the whole scope of their contents: conceptual, connotative and associative.

2. International and intercultural harmonization of thesauri: elimination of mutual lacunarity of conceptospheres due to borrowing concepts; unmasking and overcoming the old stereotypes of consciousness; identification of concepts, a connotative content of which varies considerably in the source and target language, and therefore they require euphemistic or dysphemistic translation.

As a prototype of such a thesaurus can be suggested the multilingual "European Thesaurus on International Relations and Area" [IREON, 2011] created by an international team of scientists within the framework of the project EINIRAS (European Information Network on International Relations and Area). This thesaurus currently includes 8 European languages. It covers more than 8,200 concepts, most of which are elements of the description of the political worldview, and the corresponding nominees are used in the international political discourse. However, it does not contain all the elements necessary to identify the cognitive disharmony and harmonization of the translation. The thesaurus includes only terminological lexis. But in the texts typical of the public political discourse carried out through the media, the semantic meaning of a message, as a rule, is not expressed in specific terms (which may be incomprehensible to the mass audience), but by means of widely understood and most common vocabulary. A future multilingual thesaurus of political lexis must, apparently, contain not only the terms but the vocabulary of evaluation coloring, sustainably used in public political discourse.

Thus, from the above it can be concluded that the formation of harmonized multilingual thesaurus of public policy can serve as a basis for creating more sophisticated machine translation systems.

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