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Foreignization in Translating Political Realia within Diplomatic Discourse

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Diplomatic discourse is one of the most institutionally regulated forms of political communication. Translation methods within it are inextricably linked with government regulation and the creation of international narratives. In this field, translation is more than just a tool – it's an instrument for ideological mediation.

Representation of political realia is always connected with the possibility of its positioning. If it can be positioned to promote certain political interests, translation becomes a channel of narrative representation on an international level (Bánhegyi, 2013, p.4). Diplomatic translation comes as a mechanism of political perception framing. It relates to different political realia – terms, institutions' names, historical events or concepts that carry a certain ideological idea embedded in context. During the process those elements are being interpreted, adapted, or kept in the original way.

Contemporary empirical papers show that translation may amplify (or reduce) ideological polarization in international media. Therefore, we can consider interpreters as «ideological» agents (Yahiaoui et al., 2025, p.10). Lexical changes shape the audience's interpretation of events, actors and the motives of conflict.

In this dimension it's important to choose between a right strategy – domestication and foreignization (Venuti, 2008).

Domestication may mitigate cultural and political differences by adapting political realities to the expectations of the target audience. That may help in smoothing out or neutralizing the tension. On the other hand, foreignization preserves the «alienation» of the text and maintains the foreignness of ideologically charged terms, emphasizing their cultural specifics and potential dissonance with the norms of the host culture. Neither strategy is neutral. Each of them shapes different models of international perception of political reality.

Within the analysis of political realia, the case of the terminological contrast between «reunification with Russia» and «annexation of Crimea» in the context of the events of 2014 is illustrative. Russian official discourse uses the term reunification, which appeals to historical unity

and implies the voluntary nature of the process (1; 2). However in international legal discourse the term annexation dominates, which has a clear legal meaning and is associated with a violation of sovereignty and international law. The choice between approaches takes on strategic significance. Translating annexation as «reunification» in a neutral diplomatic context can be seen as an example of domestication. This kind of translation preserves the semantic structure of the source, reproducing its constructed reality and potentially softening the international significance of the event. The lexeme «reunification» assumes historical justice, naturalness, and voluntariness, which shapes a certain model of perception for the target audience.

In contrast, the translation of annexation as «annexation of Crimea» represents a foreignization strategy (3; 4; 5). The use of a legally marked term emphasizes the normative dimension of the event and positions it within the discourse of international law. This option does not smooth over the conflict but, on the contrary, preserves ideological tension and fixes the discrepancy between political interpretations. In this case, foreignization serves to mark the difference between value systems and legal frameworks.

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Verbal-visual integrity of the English language commercial advertising texts

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During recent years the discourse of advertising has become enormously widespread with the launching of internet networks. It is a specific type of discourse aimed at influencing recipient's choices through the combination of verbal and visual means. The main purpose of advertising discourse is to shape the consumer's attitudes, behaviors and opinions considering the object of advertisement, which shows its persuasive and propaganda nature. Therefore, this type of discourse