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## **TRANSLATION PECULIARITIES OF ABRAHAM LINCOLN'S POLITICAL SPEECHES\***

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### Introduction

Political discourse analysis (PDA) is an inter-and multidisciplinary research that focuses on the linguistic and discursive dimensions of political text and talk and on the political nature of the discursive practice. It indicates unity of communicative intentions which are always intentional and the public speaker has three primary goals when delivering his message: to inform, trigger and arouse an emotional response and to persuade his audience. Hence, the discourse analysis cannot operate solely within a linguistic and discursive framework and must draw upon methods, frameworks of other disciplines to analyze adequately its object of study. It is multidisciplinary as it brings together multiple disciplines to investigate socio-political issues and phenomena pertinent to various areas of scholarship. Political discourse is also regarded as a process of real-life verbal communication where the systemic characteristics of language, the degree of spontaneity and completeness, thematic coherence and clarity of ideas are of special importance.

Power, influence and authority are the main key terms which mitigate the linguistic modes of interactions and secure the desirable effect in the pursuit of political goals. In political discourse the main task of the linguistic communication is to regulate political communities and to disseminate political ideas. For this very reason any normative concept in the interpretation of the political discourse

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\* Հոդվածն ընդունվել է տպագրության 15.02.2023:

implies a choice that is required not by the nature of the given text be it either written or spoken but rather by the goal that the public speaker sets before himself. The choice of the norm is a free social and ethical act. Any audience can adopt or reject any norm, may or may not accept the idea that all the uses of the language carry moral imperatives in the political message which derive from the interpersonal character of the linguistic acts. All these may be rejected if they are not persuasive. It is nevertheless true that the norms of language exert a powerful influence and impose an unavoidable impression on the wills of both the public speaker and the audience. By saying norms of language we should not understand that it is a uniform set of restrictions, requirements and patterns of expectation but an immense number of different ground rules that vary greatly with respect to different utterances preconditioned by the so-called principle of sharability. This is the fundamental level on which the persuasive message achieves its goal through the function of speech which is our central concern in the scope of this article.

Understanding the political message through the coledoscope of this triangle can be regarded as the most powerful way to have the public to willingly accept the political ideas as their own, thus creating an ideology, a kind of mental schemata leading people to accept certain arguments. It is quite obvious that the public speaker can achieve socializing of his expectations only if his audience is familiar with typical experiences common to themselves and has background knowledge relevant to those political issues which are under discussion. In actual fact, the unity of principles in the accurate choice of the stylistic devices govern the use of the particular utterances as meaningful wholes. It is important to recognize that they play a definitive role in understanding and interpreting the message conveyed by the public speaker. We should not forget that the degrees to which unique meanings are bound to unique expressions depend on the particular norms and conventions under which it was composed. The Constitution of the United States and the Bible are the vivid examples of all these. Persuasive language also requires a norm – a meaning that is stable and determinate no matter how broad its implication and application may be. A stable and determinate meaning requires the public speaker's determining will. Hence, political discourse may be regarded as the art of understanding and the art of explaining since the author should find himself in agreement about the ideology of the political message. This deepening effect changes our way of thinking, emphatically confirms it and makes the audience more certain of their rightness. The language of persuasion indirectly compels to change and qualify our standpoint<sup>1</sup>.

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1 Ginet C., *On Action*, Cambridge: Cambridge University Press, 1990, p. 210.

The intentionality of making the political message understood by the audience through the accurate choice of the linguistic means both in English and in its Armenian translation is the basic foundation of a successful political communication and translation. It is not a matter of text meaning to be understood by others, but rather to indicate its value, to judge its importance, to describe its bearings on present, past and future situations, to exploit it in support of an argument and to use it as a source of historical knowledge. These are the primary and legitimate concerns of the political discourse since it is regarded as a projected or imagined act of understanding. The emotional overtones should not be overabused in order not to result in conceptual vagueness. The validity of the message should be very definitely observed. The definite proof that understanding in political discourse requires an active construction of meaning is quite an obvious fact. Understanding occurs entirely within the shared realities which that language embraces. Thus, the public speaker and his audience are supposed to have mastered the convention systems and the shared meaning associations presupposed by a linguistic utterance. The mastery of these necessary conventions comprises the whole range of the shared realities – concrete and social, as well as linguistic – which are required for realizing the persuasive techniques or otherwise called the prerequisites of the successful communication. Since the act of understanding itself is a silent process, there should be no misconception. It is pivotal to keep in mind that in practice we are always relating our understanding to something else – to our relevant knowledge, to the speaker’s personality and authority. The message is usually understood through the delicate perception of such relationships as well, for the message itself doesn’t imply only the perception of the public speaker’s meanings, but also the perception how that meaning fits into his audience’s world.

### 1. Lincoln’s Public Speeches and their Armenian Translation: Comparative Analysis of Linguostylistic Properties

No President in history had ever exerted so much executive authority as Abraham Lincoln and he did so not for personal power but to preserve the Union. Almost all historians judge Lincoln as the greatest President in American history because of the way he exercised leadership during the war and because of the impact of that leadership on the moral and political character of the nation. He conceived of his presidential role as unique under the Constitution in times of crisis. As a successful public speaker he spent many years polishing his language, from his youth to his presidency. The culmination of his oratorical powers allowed him to connect better with his audience, not just through logic and persuasion, but

also by allowing Americans of all generations to see the depth of his character and his development both as a president and a human being.

All these facts are in favour of the belief that the verbal behaviour of any individual in the society is always intentional having a direct impact on the recipient. Any text being the product of the author's thinking reflects his intentions which are realized by means of persuasion expressed by those linguistic conventions which are regarded to be the metalanguage which realizes the function of persuasion. The emotional impact is realized through those linguistic conventions which trigger and arouse an emotional response in audience and evoke feelings of guilt, shame, horror satisfaction and honour. Their realization is based on the stylistic opposition – semantic versus metasemiotic, expressive versus informative within the linguistic units. The study of such linguistic oppositions enables us to reveal the marked linguistic units which secure the realization of the persuasive message to the fullest. Other linguistic units which do not realize persuasive message are considered to be unmarked linguistic units. The interrelation between the marked and unmarked linguistic units shapes a certain functional environment where the category of connotativeness is manifested with the emotive-expressive-evaluative overtones which realize the function of impact in political discourse whereas the category of non-connotativeness is stylistically neutral, purely informative and realizes the communicative function. Otherwise stated, the categories of connotativeness – non-connotativeness are based on the contradiction of the two completely different types of linguistic units. Thus, the analysis comes to prove that in political discourse the persuasive message is realized through the communicative function and the function of impact. Having listed all the main situational features of the political communication we would like to further note some of those linguistic conventions or the marked linguistic units which secure the desirable effect of the political message both in English and in its Armenian translations.

The reason behind Lincoln's sensation of communication is the way he used the figurative language, most importantly the metaphor. Metaphors have naturally become weapon wielded by all the great political speechmakers. In political discourse to make a metaphor is to make a political claim because they are linked to the conceptual frames. Through these conceptual frames recipients perceive many abstract and complicated social, economic and political events, activities and phenomena<sup>2</sup>.

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<sup>2</sup> Angle P., Lincoln's Power with Words, "Journal of the Abraham Lincoln Association", 1981, vol. 3, issue 1, pp. 8-27.

In this way political messages become more persuasive because they evoke ideas that are already known or at least familiar to the audience. In political discourse, metaphors are considered as effective linguistic formulas for achieving the persuasive language function<sup>3</sup>. They shape people's perceptions and lead to logical consequences. Lincoln, a devout of the Bible and Shakespeare, understood that power more than any other president.

I leave you, hoping that the lamp of liberty will burn in your bosoms until there shall no longer be a doubt that all men are created free and equal.

Ես լքում եմ ձեզ՝ հուսալով, որ ազատության  
ճրագը կվառվի ձեր սրտում այնքան ժամանակ,  
մինչև որ այլևս կասկած չլինի, որ բոլոր  
մարդիկ ստեղծված են ազատ և հավասար<sup>4</sup>:

As the analysis of the given example shows, liberty cannot have a lamp as long as bosoms will not be burnt with that lamp. The comparison is drawn to make the political speech more emphatic and imagery. As we can see, it is translated into Armenian as *ազատության ճրագը կվառվի ձեր սրտում* which is conceptually equivalent to the English translation. On the other hand, the words *burn* and *bosom* are the result of alliteration in English.

Another example of metaphor is as follows:

Having no grudge against anyone, being merciful, being strong  
in the truth, Americans must bind the wounds of the Earth, do all they  
can to achieve and maintain just and lasting peace in their homes,  
with all the peoples of the world.

Ոչ որի հանդեպ քեն չտածելով, լինելով ողորմած, ճշմարտության  
մեջ՝ ամուր, ամերիկացիները պետք է կապեն Երկրի վերքերը...  
անեն ամեն հնարավորը, որպեսզի ձեռք բերեն ու պահպանեն  
արդարացի ու տևական խաղաղություն իրենց տանը և աշխարհի  
բոլոր ժողովուրդների հետ<sup>5</sup>:

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3 Musolff A., *Metaphor and Political Discourse*, Basingstoke: Palgrave, Macmillan, 2004, p. 131.

4 Rockwell R. (ed.), *Lincoln Among His Friends: A Sheaf of Intimate Memories*, Lambert Tree, "Century Magazine", February 1991, p. 128.

5 <http://www.radiobakh.wordpress.com> (accessed on May 19, 2022).

In the given example *bind the wounds of the Erath* is translated into Armenian as *պեղք է կապեն Երկրի վերքերը*. As we can see in both languages the metaphorical equivalence is preserved quite accurately.

In the medium of politics metonymy is used as a tool for glorification or vilification of certain entities. This lexical stylistic device serves as an instrument that supports the common cognitive process and reflects one of the many ways in which human beings categorize knowledge and communicate. It is based on some kind of association connecting two concepts which the meanings represent. Thus, metonymy as a lexical stylistic device applied in political discourse secures sustained associative vision which enables the reader or listener to see beyond the words. In other words, metonymy is the replacement of an expression by a factually related term or notion and it can bear the semantic connection of a causal, spatial or temporal nature. Metonymic mapping from the source domain onto the target domain involves an interaction between universal, bodily-grounded and culture-specific knowledge. In political discourse, it serves as an explanatory tool for understanding inferences and swaying public opinion in their favour, thus exercising the function of persuasion. Moreover, in political discourse the use of metonymy allows the audience to focus more specifically on certain aspects of what is being referred to. It also gives extra emphasis to specific aspects suppressing other aspects or presenting something from a specific perspective.

... that we remained free to the last, that we revered his name to the last; that  
 during  
 his long sleep, we permitted no hostile foot to pass over or desecrate his  
 resting place; shall be that which to learn the last trump shall awaken Our  
 Washington<sup>6</sup>.

....որ մենք մինչև վերջ ազատ մնացինք, որ մենք հարգեցինք  
 նրա անունը մինչև վերջինը,  
 որ նրա երկարատև խաղաղության ժամանակ մենք թույլ  
 չտվեցինք ոչ մի թշնամական ոտք  
 անցնել կամ պղծել նրա հանգիստը. թող լինի  
 այնպես, ինչպես վերջին հաղթաթուղթը, որ  
 կարթնացնի մեր Վաշինգտոնին<sup>7</sup>:

6 Schwartz Th., The Springfield Lyceums and Lincoln's 1838 Speech, "Illinois Historical Journal", published by University of Illinois Press, Spring 1990, Vol. 83, No. 1, pp. 45-49.

7 <https://www.mamul.am> (accessed on June 21, 2022).

In the above example Abraham Lincoln invokes the shade of Washington through the accurate use of metonymy. Here *Our Washington* is the symbol for the perpetuation of the political institutions which serves Lincoln's argument: to be true to America is to be true to the memory of its founding Father that will arise like Christ at the end of the world to judge the quality of our faith. Semantically and stylistically the Armenian translation is equivalent to the English original text with minor differences in grammatical structures and word order preferences which stems from the typological differences of the two languages.

As far as simile is concerned, as a lexical stylistic device it is used to give rise to a new understanding by comparing things which are normally incomparable, typically using vivid or startling images to suggest unexpected connections between source and target. The following example from Abraham Lincoln's political speeches best describe the above-mentioned formulations:

The shepherd drives the wolf from the sheep for which the  
sheep thanks the shepherd as his liberator<sup>8</sup>.

Հովիվը հեռու է քշում գայլին ոչխարներից, որի համար  
նրանք շնորհակալություն են հայտնում նրան որպես  
իրենց ազատարարի<sup>9</sup>:

According to the sentence, liberty cannot be the same for everyone, each of us can imagine it differently and for each of us there always might occur a sense of injustice, feeling a kind of lack of particular freedom. As such notions are universal, conceptually identical, they are translated directly without creating any semantic ambiguities.

As a syntactic stylistic device repetition makes political speech more memorable by highlighting the main points. It is used for emphasis and it creates a rhythm that can have a hypnotic effect in political discourse. It increases the impact of the main points, thus engaging the reader's attention and producing a more urgent and insistent tone. When the speaker repeats and emphasizes one idea, the other competing ideas are subordinated and sometimes are completely driven out from the audience's mind. Politicians use repetition especially in parallel structures not only to echo its original function which is considered to be the process of confirmation, rather, they believe in its strong effect of persuasion. There is a

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<sup>8</sup> Abraham Lincoln's Address at Sanitary Fair in Baltimore: A Lecture on Liberty (April 18, 1864), [https:// www.presidency.ucsb.edu/](https://www.presidency.ucsb.edu/) (accessed on January 17, 2023).

<sup>9</sup> <https://www.mamul.am> (accessed on August 7, 2022).

standpoint assuring that repetition as a rhetorical device should be examined ideologically to reach politician's main aim of its use<sup>10</sup>. While repeating certain words, phrases or sentences, the public speaker reminds the audience of the importance of the matter under discussion. Abraham Lincoln's political speeches are especially abound in the use of the anaphoric repetitions.

Remarkable is the following example which is a unique combination of repetition, parallel structures and contrast.

You cannot bring prosperity by discouraging thrift.

Դուք չեք կարող տնտեսական բարգավաճում ունենալ առանց քաջալերելու խնայասիրությունը:

You cannot help small men by tearing down big men.

Դուք չեք կարող գորացնել տկարին՝ ստրկացնելով գորավորին:

You cannot lift the wage earner by pulling down the wage payer.

Չեք կարող օգնել օրապահիկ վաստակողին՝ վարկաբեկելով և վնասելով վճարողին:

You cannot further brotherhood of men by inciting class hatred.

Չեք կարող եղբայրակցություն առաջացնել մարդկանց միջև՝ քաջալերելով դասակարգային ատելություն և պայքար նրանց միջև:

You cannot help the poor man by destroying the rich.

Չեք կարող օգնել աղքատներին՝ վիատեցնելով կամ վնասելով հարուստներին:

You cannot keep out of trouble by spending more than your income.

Չեք կարող դրամական տագնապներից զերծ մնալ՝ ծախսելով ավելին, քան ինչ-որ շահել եք:

10 Hiatt P., Artful Balance: The Parallel Structures of Style, New Humanistic Research Series, Number 2, 1975, p. 192.



You cannot establish security on borrowed money.

Չեք կարող տնտեսական ապահովություն ձեռք բերել  
փոխառնված կամ մսխված դրամագլխով:

You cannot build character and courage by taking away man's initiative and independence.

Չեք կարող նկարագիր ու կորով ստեղծել մարդկանց մեջ, եթե  
կաշկանդեք նրանց նախաձեռնության և անկախության  
հոգին:

You cannot help men permanently by doing for them what they could and should do for themselves.

Չեք կարող օգնել մարդկանց, եթե նրանց համար անում եք  
այն, ինչ իրենք կարող են իրենց համար անել և պարտավոր  
են անել<sup>11</sup>:

In political discourse contrast occurs when two opposite viewpoints are placed close together and can be used for powerful phrasing or even to structure an entire speech. Sometimes, too much facts and information may seem boring for the audience and contrast is a right technique to make speeches better. There is a tendency to believe that a speech including a more complex combination of listing, repetition and contrast is more likely to be followed by applause than a fairly straightforward speech. Abraham Lincoln uses elaborate contrasts in his speech to create an argument and give the opportunity to the audience to highlight the differences and consider the matters afresh. By this he makes his speech more emphatic and persuasive<sup>12</sup>.

There is a strong belief that people are naturally attracted to opposites, so presentations should draw from this attraction to create interest. Communicating an idea juxtaposed with its polar opposite creates energy. Moving back and forth between the contradictory poles encourages full engagement from the audience. Thus, establishing a strong contrast, Lincoln makes an impact on the audience suggesting a further action for all of them. The last sentence establishes the justification for the audience to be at the event. As we can see both in English and Armenian translation of

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11 There is a presupposition that these quotes were misattributed to Abraham Lincoln. It was used by public speaker William J.H. Boetcker. However, there is no precise historical claim about the source. Sources differ on exactly how Boetcker's decalogue eventually came to be attributed to Lincoln but the generally accepted explanation is that someone published a leaflet with Boetcker's list of "the Ten Cannots" on one side and authentic Lincoln quotations on the other, leading to an inevitable mix-up which resulted in everything printed on both sides of the paper being attributed to Lincoln.

12 Dijk V., *Discourse as Social Interactions*, SAGE Publications, 1997, p. 206.

the above-mentioned example, at the beginning of each sentence the phrase *You cannot ...* in English and *Դուք չեք կարող...* in Armenian is repeated putting logical emphasis on the important notion. Lincoln repeats the phrase for persuasion and by determining the words which most clearly capture the central argument, the audience gets and remembers the message very well. Attention should be drawn to the fact that in English the pronoun *You*, performing the function of a subject, is repeated in every sentence while in Armenian the pronoun *Դուք* is repeated only in the first and second sentences which comes from the specificity of the Armenian language. In all the Armenian translations where the pronoun *Դուք* is ellipped, the sentences begin with *Չեք կարող...* which sounds more categorical, is logically stressed and imperative in its character.

This sentence is another proof that Lincoln was a great master of using repetitions in order to make the points more accurate and memorable for the audience.

You can fool all the people some of the time and some of the people all the time, but you cannot fool all the people all the time<sup>13</sup>.

Կարելի է մշտապես հիմարացնել ոմանց, կարելի է որոշ ժամանակ հիմարացնել շատերին, սակայն անկարելի է մշտապես հիմարացնել բոլորին<sup>14</sup>:

In this case, we deal with wordplay, as he gradually changes the sequence of the word expressions paying attention to the most important idea at a particular moment. First, he gives importance to the word combination *all the people*, then to the *some of the people* and finally, he combines the expressions of time with people and comes to the conclusion that *all the people all the time* is an impossible variant when trying to fool people. This example can also be viewed from the perspective of contrast, as we have such combination as *all the people* and *some of the people*, *all the time* and *some of the time*. As we can see in the Armenian translation the semantic and stylistic equivalence is fully preserved.

## 2. The Ideological Categories and the Power of Persuasion in Abraham Lincoln's Political Speeches

13 Schwartz Th., For the People, A Newsletter of the Abraham Lincoln Association, Vol. 5, No. 4, Springfield, Illinois, Winter 2003, pp. 2-8.

14 <https://banknews.am/10296/> (accessed on January 15, 2023).

Probably more than any other kind of discourse, political discourse is eminently ideological. In this respect, the analyses of some ideological categories are of paramount importance since they control attitudes, practices and discourses. The very formulation of this goal implies that when studying the political discourse, we should take into consideration the fact that our task is multifunctional and multidisciplinary taking into account the political cognition, the discourse structures and the socio-political context in which such cognitions and discourses realize their meanings and the persuasive function of the message. Ideology, politics and language form a triangle that poses interesting theoretical and analytical questions to be discussed. Politicians must display rhetorical power and show their awareness of what is called the psychology of the masses. Persuasion is a foundational topic within psycholinguistics in which researchers have long investigated effective versus ineffective means to change other people's minds. Yet little is known about how individuals' communications are shaped by the intent to persuade others. The intent to persuade other people spontaneously increases the emotionality of individuals' appeals via the words they use. When people intend to persuade others, they naturally increase the emotionality of their communications<sup>15</sup>.

Consequently, they develop an association between persuasion and emotion, and thus an intent to persuade might naturally trigger the use of emotion.

One of them - the category of solidarity is expressed in the way politicians present themselves in their speeches by referring to themselves, their audience and also their opposition, thus persuading the audience to agree with them. Lincoln uses pronouns and especially the pronoun *We* which sounds friendly and encloses him with the audience:

We must be too great not to offend, to be too honest not to give<sup>16</sup>.

Մենք պետք է չափազանց անթերի լինենք, որ  
վիրավորանքի չդիմենք և չափազանց ազնիվ լինենք այն  
չանելու համար<sup>17</sup>:

He keeps the speech personal by using *We* and shows the sense of unity making himself more in touch with the audience. In the Armenian translation we have *Մենք* as well.

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15 **Bistagnino G.**, Gerald Gaus and the Task of Political Philosophy, "European Journal of Analytical Philosophy", University of Milan, 2013, Vol. 9, No. 1, pp. 14-24.

16 Speech on War with Mexico (January 12, 1848), <http://housedivided.dickinson.edu> (accessed on December 25, 2022).

17 <http://www.mamul.am> (accessed on May 11, 2022).

The category of logic lends credibility, offers proof and possible solutions and supports the author’s standpoint by facts which are objectively true because they are not personal opinions or emotional reactions.

Any people anywhere, being inclined and having the power, have the right to rise up and shake off the existing government and form a new one that suits them better. This is a most valuable – a most sacred right – a right, which we hope and believe, is to liberate the world<sup>18</sup>.

Ցանկացած ժողովուրդ ցանկացած վայրում, հարկվելով և ունենալով իշխանություն, իրավունք ունի վեր կենալ և թոթափել գործող իշխանությանը և ձևավորել նորը, որը նրանց ավելի հարմար է: Սա ամենաարժեքավորն է, ամենասուրբ իրավունքը, և մենք հավատում ենք և հուսով ենք, որ սա մի իրավունք է, որը կազատագրի աշխարհը<sup>19</sup>:

As in the example given above, such arguments depend on the emotional status of the audience and do not necessarily push people towards actions. Here Lincoln uses his ability to persuade people and remind them of their true rights as citizens of his ambitious democratic country. Politicians participating in debates and public speaking activities usually construct arguments that explain or persuade people, proving those arguments. Moreover, a good orator’s speech depends not only on the collection of statements worthy of belief but also on logical and progressive arrangement and an effective style. It is a well-known fact that logical arguments have the strongest direct effect on the mind, emotional arguments influence feelings and aesthetic arguments stimulate imagination. Arguments more or less depend on the emotional status of the audience and the emotional content of the argument. The category of logic in its turn is expressed by different stylistic devices which are vividly expressed in the given example both in English and in the Armenian translation. Here Lincoln not only uses repetition but also climax by *This is a most valuable – a most sacred right – a right, which we hope and believe, is to liberate the world.* and the Armenian *Սա ամենաարժեքավորն է, ամենասուրբ իրավունքը, և մենք հավատում ենք և հուսով ենք, որ սա մի իրավունք է, որը կազատագրի աշխարհը:*

18 Abraham Lincon’s Speech in the United States House of Representatives (12 January, 1848), <http://quotecatalog.com> (accessed on January 5, 2023).  
 19 <http://www.mamul.am> (accessed on May 21, 2022).

Thus, the category of logic lends credibility, offers proof and possible solutions and supports the author's standpoint by facts which are objectively true because they are not personal opinions or emotional reactions.

As compared to the category of logic, the category of praise evokes certain positive sentiments of approval and admiration that can sway the audience. With a great variety of adjectives, the politician uses his language which should be brightly coloured by emotional character in order to convince the listeners which assume certain linguistic features. Lincoln also practiced this technique and filled his speech with more eloquence and inspiration.

Gentlemen, this is a glorious theme and a  
glorious occasion for a speech, but I am not prepared<sup>20</sup>.

Պարոնայք սա փառավոր թեմա է և փառավոր  
խոսք, բայց ես պատրաստ չեմ<sup>21</sup>:

It should be noted as well that in political philosophy praise is considered to be one of the basic aesthetic principles to be applied in political discourse for securing the desirable effect of the information conveyed. As we can see, the category of praise in Armenian is expressed by the use of the corresponding adjective *փառավոր* which from the perspective of linguostylistic comparative analysis is not only a pure example of repetition, but that of contrast both in English and in the corresponding Armenian translation.

Referring to the ideological category of appeal to family values, it is worth mentioning that it is required from the public speaker to motivate his audience taking the specific and rational components of the message and linking them persuasively and sensitively to the more emotive and enduring components of values. Lincoln was keen on showing the importance of family values comparing them with the ones carried within the country:

The nation is stronger by the unity of its children  
and family members than by its military might<sup>22</sup>.

Ազգն ավելի ուժեղ է իր երեխաների և ընտանիքի անդամների  
միասնությամբ, քան իր ռազմական հզորությամբ<sup>23</sup>:

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20 Abraham Lincoln on the Declaration of Independence, <http://www.tapsbugler.com> (accessed on January 9, 2023).

21 <http://www.mamul.am> (accessed on July 29, 2022).

22 The Perpetuation of Our Political Institutions: Address before the Young Men's Lyceum of Springfield (Illinois January 27, 1838), <http://www.abrahamlincolnonline.org> (accessed on April 6, 2022).

23 <http://www.mamul.am> (accessed on July 11, 2022).

In the given example, we can see the priority of the feeling of safety which is at the core of the family relations. In this way Lincoln invokes desire for emotional security and a protective environment, thus manipulating the audience that their welfare is of paramount importance and may be under threat. The *military might* is translated into Armenian as *նազմակաւն հզորութիւն* which is the complete equivalence for the intended meaning.

## Conclusion

The analysis comes to prove that the deliberate and intentional choice of different linguistic conventions strengthen the objectivity and the credibility of the political argumentation and show the intellectual growth of the public speaker. The linguistic manipulation of the carefully chosen stylistic devices expressed in Abraham Lincoln's political speeches both in English and in their Armenian translation is remarkably fascinating. Abraham Lincoln is known as one of the most influential public speakers in all over the world. His tremendous speeches still captivate his audience with poetic language and thought-provoking ideas. His eloquent style has made him one of the most admired public speakers in all over the world. The profound examination reveals that Lincoln's theory of public opinion is reflected through the key principle of persuasion as it inspires people to change their thoughts and behaviour, thus engaging them in a positive mental battle with the speaker. The detailed comparative linguostylistic analysis allows us to conclude that the deliberate choice of the linguistic units form a metalanguage both in English and in Armenian translations realizing the emotional manipulation of persuasion through the communicative function and the function of impact in political discourse.

The linguistic conventions and the use of different stylistic devices in English and Armenian translations are valuable in satisfying the discourse goals of political speeches and have their important contributions to the success of creating persuasive, inspirational and informative political speeches. The semantic equivalence is fully preserved which leaves no room for misinterpretation. It stands to reason that the verbal behaviour of a good public speaker irrespective of any language is always intentional and s/he has three primary goals when delivering his message: to inform, trigger and arouse an emotional response and to persuade his audience.

Thus, all the facts are in favour of the belief that persuasion has the ultimate objective of influencing people and making them embrace certain beliefs in all over

the world, so that they may either adopt new goals or abandon previous ones in favour of higher value goals as presented by the persuader.

**Աննա Է. Հակոբյան** – գիտական հետաքրքրությունների շրջանակում են իրավալեզվաբանության և բժշկագիտական լեզվաբանության տեսության հիմնահարցերն ու թարգմանաբանության խնդիրները: Հեղինակ է 3 մենագրության և 11 գիտական հոդվածի:

Էլ. հասցե՝ [annahakobyan@ysu.am](mailto:annahakobyan@ysu.am)

**Գայանե Է. Գրիգորյան** – գիտական հետաքրքրությունների շրջանակում են գեղարվեստական գրականության թարգմանության հիմնահարցերն ու գործնական խնդիրները: Հեղինակ է 2 մենագրության և 16 գիտական հոդվածի:

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ԱՄՓՈՓՈՒՄ

## ԱԲՐԱՀԱՄ ԼԻՆՔՈՒՆԻ ՔԱՂԱՔԱԿԱՆ ԵԼՈՒՅԹՆԵՐԻ ԹԱՐԳՄԱՆԱԿԱՆ ԱՌԱՆՁՆԱՀԱՏԿՈՒԹՅՈՒՆՆԵՐԸ

Աննա Է. Հակոբյան  
*Բանասիր. գիյ. Թեկնածու*

Գայանե Է. Գրիգորյան

**Բանալի բառեր** – քաղաքական թարգմանություն, գաղափարագիտական կարգեր, լեզվական պայմանականություններ, կանխամտածված և նպատակային ընտրություն, քաղաքական փաստարկների օբյեկտիվություն ու վստահելիություն:

Քաղաքական թարգմանության հանդեպ գիտական հետաքրքրությունը զգալիորեն աճել է վերջին տարիներին, ինչը մեծապես նպաստում է նախատեսված ուղերձի ճշգրիտ ըմբռնմանը: Անհերքելի փաստ է, որ քաղաքականությունն իշխանություն է, և քաղաքական գործիչների՝ այդ իշխանությունն արտահայտելու հիմնական գոր-

ծիքներից մեկը հենց այն լեզուն է, որը հրապարակախոսն օգտագործում է, և այն, թե ինչպես է լեզուն պաշտպանում իր տեսակետները: Լեզվական պայմանականությունները և ոճական տարբեր հնարների օգտագործումը քաղաքական ելույթներում ինչպես անգլերենում, այնպես էլ դրանց հայերեն թարգմանություններում արժեքավոր են այդ ելույթների դիսկուրսային նպատակների կենսագործման համար և իրենց կարևոր դերն ունեն համոզիչ, ոգեշնչող և տեղեկատվական առումով հաջողված քաղաքական ելույթներ պատրաստելու գործում:

Աբրահամ Լինքոլնը հայտնի է որպես ամենաազդեցիկ հրապարակախոսներից մեկն ամբողջ աշխարհում: Նրա ընդարձակ ելույթները դեռ այսօր էլ գերում են լսարանին իրենց գեղագիտական լեզվով և գաղափարներով: Աբրահամ Լինքոլնի պերճախոս ոճը նրան դարձրել է աշխարհի ամենաազդեցիկ հրապարակախոսներից մեկը, ինչը հիմնավորվում է նրանով, որ լավ հրապարակախոսի խոսքը միշտ նպատակային է, և նա իր ուղերձը հղելիս հետապնդում է երեք հիմնական նպատակ՝ տեղեկացնել, խթանել, հուզականորեն ներազդել և համոզել լսարանին:

Սույն հոդվածում նաև վերլուծել ենք գաղափարագիտական կարգերը, որոնք այլ կերպ կոչվում են պերսուազիվ մարտավարություններ: Դրանք լայնորեն կիրառվել են Աբրահամ Լինքոլնի քաղաքական ելույթներում: Գաղափարախոսությունը, քաղաքականությունը և դիսկուրսը կազմում են եռանկյունի՝ առաջադրելով քննարկման ենթակա տեսական և վերլուծական հետաքրքիր հարցեր: Վերլուծության հետևանքով հանգել ենք այն եզրակացությանը, որ լեզվական տարբեր պայմանականությունների և գաղափարագիտական կարգերի կանխամտածված և նպատակային ընտրությունը, որոնք լայնորեն կիրառվում են Լինքոլնի քաղաքական ելույթներում, ինչպես և դրանց հայերեն թարգմանություններում, մեծացնում է քաղաքական փաստարկների օբյեկտիվությունն ու վստահելիությունը:



## ОСОБЕННОСТИ ПЕРЕВОДА ПОЛИТИЧЕСКИХ РЕЧЕЙ АВРААМА ЛИНКОЛЬНА

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**Ключевые слова** - политический перевод, идеологические категории, лингвистические условности, целенаправленный и преднамеренный выбор, объективность и достоверность политической аргументации.

В последние годы научный интерес к политическому переводу значительно вырос, поскольку различные подходы в значительной степени способствовали нашему пониманию предполагаемого сообщения. Неопровержим тот факт, что политика – это сила, и одним из основных инструментов, с помощью которого политики демонстрируют эту силу, является именно язык, который они используют и который выражает их взгляды. Языковые условности и использование различных стилистических приемов как в английском тексте, так и в его армянском переводе, важны для достижения целей дискурса политических речей и вносят свой важный вклад в успех создания убедительных, вдохновляющих и информативных политических речей.

Авраам Линкольн известен как один из самых блестящих ораторов во всем мире. Его потрясающие сердца речи до сих пор очаровывают слушателей своим поэтическим языком и наводящими на размышления идеями. Его красноречие сделало политика одним из выдающихся ораторов во всем мире, что свидетельствует о том, что вербальное поведение талантливого оратора всегда обдуманно и преследует три основные цели: информировать, спровоцировать, вызвать эмоциональный отклик и убедить свою аудиторию. Наше исследование посвящено анализу идеологических категорий, называемых иначе «стратегиями убеждения», которые широко использовались в политических

речах Авраама Линкольна. Идеология, политика и дискурс образуют треугольник, который ставит интересные теоретические и аналитические вопросы для обсуждения. Анализ доказывает, что целенаправленный и преднамеренный выбор различных языковых условностей и идеологических категорий, используемых Линкольном в политических речах, а также в их переводах на армянский язык, усиливают объективность и достоверность политической аргументации.

ՀԻՇՈՂՈՒԹՅՈՒՆ

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