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THE ISSUE OF EQUIVALENCY IN TRANSLATION OF SOCIAL-POLITICAL EUPHEMISMS FROM ENGLISH INTO ARMENIAN

The paper explores the complex process of translation of English euphemisms into Armenian, emphasizing the difficulties involved. Euphemisms, which aim to soften the impact of sensitive topics, pose challenges in translation due to cultural, historical, and linguistic differences between the two languages. In the realm of political discourse, euphemisms serve as strategic linguistic tools, carefully employed to influence public opinion, mask controversial actions, or mitigate diplomatic tensions. The article discusses the methods that translators use to preserve the meaning of the original, and it also attempts to identify the techniques, which are applied when solving the problem of equivalency.

Key words*: social and political discourses, euphemisms, linguistic functions, meta-linguistic approach, mitigate, cultural intermediary*

Introduction

It is not an easy task to find a universal definition of euphemism. The phenomenon of euphemism has been the subject of study since the twentieth century, and it has been given different definitions, each of which determines the relationship to this phenomenon and the function of this phenomenon in language. According to Merriam Webster Dictionary Ancient Greek is the source for the word *euphemism,* in which *eu* means *good,* and *phemism* means *speech*. https://www.merriam-webster.com/dictionary/euphemism....//

The term euphemism refers to an indirect word or phrase that people use to refer to something embarrassing or unpleasant, sometimes to make it seem more acceptable than it really is. Euphemisms are used to avoid saying an unpleasant or

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offensive word, they are a pervasive aspect of language and serve to soften the impact of unpleasant or uncomfortable truths. They are commonly used in daily language and literature to replace language that some may find displeasing. Euphemisms are also described as "a soft cloud of verbal cotton-wool" by Cameron (1995, p. 143), "linguistic fig leaves" and "verbal flourishes" by Rawson (1995). G. Leech defines euphemism as "the substitution of an inoffensive or relatively inoffensive expression for one that may offend or suggest something unpleasant" (Leech, 1983, p. 105). Another outstanding linguist D. Crystal notes that euphemism is a pervasive aspect of language and that it serves to "soften the impact of unpleasant or uncomfortable truths" (Crystal, 2006, p. 107). He says that "a euphemism is a word or phrase used instead of a word or phrase that may be considered offensive and rude."

Euphemisms help maintain social norms and conventions by using language that is considered appropriate or respectful in a given context. They help to show respect and empathy towards others, protect emotional well-being, and maintain social etiquette (Allan and Burridge, 2006). Furthermore, the use of social and political euphemisms, in particular, might in some cases skirt the reality, and, at the same time, they might make the situation more manageable (Hamilton, 2022, p. 2).

Euphemisms and Their Role in Contemporary Social and Political Discourse

Euphemisms are used to replace words or phrases that might be considered harsh, impolite, or unpleasant. They serve various functions, and the function of politeness is of vital significance. It is supposed to avoid saying rude things that may hurt people's feelings. People refer to vagueness when some unpleasant things or expressions might be uttered, as they want to avoid making offense or hurting others' feelings, and to ensure that social relationship is maintained. For instance, *'pre-owned* is used instead of *used*, 'curvy' is a common adjective to replace 'fat and 'telling stories' refers to the act of lying. Here are some more examples of euphemisms that are commonly used in this context: *pass away* comes to replace the verb *to die, tragic loss is used* instead of *unexpected death, celebration of life* instead of *memorial service, between jobs* is used to replace *unemployed, early retirement* is used instead of *losing one's job, negative patient* is used to denote *died, frugal* stands for *cheap, thrifty* is used instead of *cheap, pacification* is an indirect way of speaking about *war, enhanced interrogation technique* is commonly used to substitute *torture.* These phrases serve the function to help people avoid being overly blunt and remain in a tone of *politeness*.

Another important function of euphemisms is their *inducing* function. Quite often the use of euphemisms comes to help the speaker to sound more persuasive, and it is provided by the inducing function. This function provides a means of influencing, or manipulating the audience by making something seem more

44

favourable, attractive, or beneficial than it really is. For example, *'downsizing'* is used instead of *'firing or laying off the employees'.* This expression is used by employers to make the fact sound softer.

In contemporary society the use of euphemisms in social and political spheres has become an essential and quite often an indirect way of conveying complicated and controversial ideas while minimizing confrontation or offence. Al-Qadi (2009) mentions that politicians usually choose words carefully to make lies sound as truths and to seem respectable.

Thus, it can be assumed that linguists believe that euphemistic expressions used in public relations and politics are often referred to as doublespeak. They tend to use euphemistic expressions to save their face and not to deform their images in people's minds. For example, political figures use the expression *'redeployment of troops'* instead of *'withdrawal of troops'.*

The third function worth mentioning is the function of *covering up*, which supposes withholding information. Contemporary political life, which is full of controversial events and happenings, gives rise to more and more new euphemisms. Politicians and media have skillfully employed inherent vagueness of euphemisms to cover up the facts of shameful events aiming to preserve the politics and military in a more favorable light.

Vagueness is also an important characteristic feature of euphemisms, and it is used to conceal the truth and legalize wrong behaviors. For instance, when discussing the Russian Army's invasion into Ukraine in 2023, Putin vowed that "as in 1945, Ukraine will be liberated from "Nazi filth*".* *https://www.timesofisrael.com /putin-vows-that-as-in-1945-ukraine-will-be-liberated-from-nazi-filth/*

The use of euphemisms in political context plays a significant role in influencing people's understanding of the world. Nevertheless, it also imposes a subjective categorization on individuals, driven by their group interests, which can deceive people without their awareness (Dong, 2000, p. 25). The effects of political euphemisms may not be immediate, but they subtly and insidiously implant misleading ideas in people's minds, convincing them of their validity.

Political euphemisms can be applied to manipulate public opinion by presenting certain actions or policies in a positive light. This can lead to a deliberate misrepresentation of reality, and at the same time it can influence people's perceptions and emotions. For instance, the term *'collateral damage'* denotes the killings of innocent civilians by some governments to justify practices that they have been widely condemned for, *extraordinary rendition* is used for the substitution of secret transfer of suspects to other countries, *surgical strike* is a political euphemism for unintended civilian casualties, *targeted military attack*, *groups that disrupt the peace* is used instead of the term *terrorists, geostrategic considerations* is a euphemism used while speaking about *political interests.*

By using a euphemism politicians intend to downplay the severity of the actions and create a more favorable image. Political euphemisms, akin to political

45

propaganda, serve as a tool for political leaders to sway and impact the public. Through the use of euphemistic language, these leaders aim to mold people's understanding and awareness of the world, ultimately influencing their perspectives and truths in alignment with their own interests.

Social, medical, and legal issues, also are subject to the use of euphemisms to soften discomfort or controversy. Euphemisms are essential for upholding propriety, ensuring clear communication, and demonstrating respect towards all parties. Whether in legal contexts addressing legal matters, or in business settings tending to staff reductions, the use of professional euphemisms is pivotal in influencing communication across different sectors. Additionally, in certain instances of modestly compensated positions, euphemisms are employed to denote job titles, thereby enhancing individuals' standing. For instance, the phrase '*visually challenged*' is used as a more positive alternative to '*blind*'. In addition, discussions around topics like race, gender, and sexuality often involve euphemisms striving to soften the potentially offensive language. This can be shown by the following examples, which have become part of everyday vocabulary: *pre-owned* stands for *used, sanitation engineer* is used instead of *a garbage collector, visually challenged* can be found in social contexts when speaking about *the blind, vertically challenged* is used to describe someone who is *short, streamlining operations* means *downsizing* or *laying off employees*, *shared sacrifice* is a euphemism *for economic and social hardships that everyone must endure.*

As euphemisms are linguistic tools applied to soften the influence of certain words, phrases and contexts, Allan and Burridge (1991) outline thirteen stylistic devices used to achieve the mentioned result.

Lingvo-stylistic peculiarities are distinctive elements of language that are employed to achieve specific communicative aims or produce particular effects. These elements encompass a variety of linguistic components, such as vocabulary, grammar, and stylistic devices, which contribute to the unique nature, tone, and impact of a text or speech. They play a critical role in shaping the message and influencing public perception. Understanding the lingvo-stylistic peculiarities of political euphemisms is crucial for understanding their complete impact and effectiveness in political discourse. The use of political euphemisms is an important lingvo-stylistic feature that enhances the unique nature and effectiveness of these expressions in political discourse especially in defusing diplomatic tensions. The selection of words and phrases in political euphemisms often involves the use of euphemistic terms or phrases to replace direct or explicit language, thereby shaping the message, managing controversy, and influencing public perception. Various types of euphemisms suggested by Allan K., & Burridge K. (1991) best illustrate the linguo-stylistic features of euphemisms.

The commonly observed stylistic devices are: metaphor, idiom, circumlocution, acronym and abbreviation, specific metaphors, litotes, technical jargon, denial, euphemistic dysphemism, metonymy, synecdoche, etc.

46

Translation of English Euphemisms into Armenian with Russian as an Intermediary Language

Judging from the above-mentioned facts it can be assumed that translation of English political euphemisms into Armenian also requires a combination of linguistic skills, cultural understanding and creativity. Discussing the issues of the translation of euphemisms, Schäffner (1997) explains that the sensitivity of political texts is a concept related to their functionality. This concept is best understood within the context of a functional approach to translation. https://www.academia.edu/61225838/Translatingpolitically_sensitive_texts_in_multi-lingual_contexts

Political discourse has long been a subject of study and interest in translation studies. Nowadays politics has extended beyond national borders. Translation plays a vital role in international negotiations, conflicts, discussions and power struggles. Newmark (1991) emphasizes the importance of politics "as a universal aspect of human activity, often conveyed in emotionally charged language. Political texts are highly sensitive, influenced by lingvo-stylistic factors, and serve various functions in different political contexts" (Shäffner,1997). The author also adresses the sensitivity of political text and its translation, emphasizing the necessity for translators to work carefully.

Hatim and Mason (1990) argue that translators should be mindful of the widely practiced seven standards of textuality when dealing with euphemistic expressions in translation. The standards, such as cohesion, coherence, intentionality, acceptability, and inter-textuality are indeed relevant for social and political euphemisms. Given that these expressions are crafted with specific aims in mind, the translator's role is of crucial importance as a mediator between languages and cultures, thus ensuring effective communication and maintaining the intended meaning.

There is certainly a need for research in the area of indirect translation when discussing the issues of translation of euphemisms since the role played by it is not only in facilitating accessibility to texts that would in other cases remain inaccessible but also in fulfilling some function in the target context which can't be ignored by Translation Studies scholars. In this stage Translation Studies has moved far from its earlier primary concern with the fidelity to the source text.

The analysis of a number of examples of social euphemisms and their translation into Armenian reveals that mediated translation with Russian as an intermediary language has been largely applied to achieve an adequate result. Below are some examples, in which the role of the intermediary language is evident:

But you can't go to him directly, or he'll *smell a rat*.
Но нельзя идти к нему напрямую, иначе он *учует неладное*.
Սակայն դու չես կարող ուղիղ նրա մոտ գնալ, նա *վատ բանի հոտ կառնի:*

47

And... maybe you can explain away yesterday as a *senior moment*.

И... может, вы и объясните вчерашнюю *потерю памяти*.

Եվ, գուցե բացատրեիր երեկվա *հիշողության կորուսար:*

Disabled person – человек с ограниченными возможностями – *սահմանափակ կարողություններով անձ*

Special child – умственно отсталый ребенок – *մտավոր հետամնաց երեխա*

Between jobs – безработный – *գործազուրկ*

Golden age – старость – *ծերություն*

The Issue of Equivalency in Translation of Euphemisms according to Nida's Classification

Equivalency in translation is considered to be one of the most important aspects in transferring the target text into another language successfully. Newmark studies the translation equivalence concept from perspectives "between literal and free, faithful and beautiful, exact and natural translation, depending on whether the bias was to be in favor of the author or the reader, the source or the target language of the text" (Newmark, 1988, p. 45). He states that "communicative translation attempts to produce in its readers an effect as close as possible to that produced in the readers of the original" and that "semantic translation attempts to render as closely as the semantic and syntactic structure of the second language allow, the exact contextual meaning of the original" (Newmark, 1988, p. 39*).* Nida classifies translation into two types: (1*) **Formal equivalence** and (2) **Dynamic equivalence**. The **formal** equivalence "focuses attention on the message itself in both form and content" (Nida, 1964, p. 159). The author considers that not always there may be **formal** equivalents between two languages. So, he suggests that these formal equivalents should be used wherever possible if the translation aims at achieving formal rather than dynamic equivalence. Moreover, the author believes that the translator is obliged to add to the translated text only what is linguistically implicit in the source text, and all what is related to background information and cultural information should be mentioned in commentaries and footnotes and not in the translated text. In contrast, **dynamic equivalence** observes the principle of the "identical effect", i.e., that "the relationship between receiver and message should aim at being the same as that between the original receivers and the SL message" (Nida, 1964, p. 159).

Based on the above given discussions of the translation equivalence concept, it can be assumed that semantic and communicative translation strategies are almost similar to Nida's formal/dynamic equivalence. They also suggest that, if this procedure is applied during the translation process, it can maintain the stylistic effect of the SL text in the TL text. Their approach to the issue supposes that

equivalence is the most efficient method when the translator has to deal with proverbs, idioms, clichés, euphemisms, nominal or adjectival phrases and the onomatopoeia of animal sounds.

This issue is, indeed, very important as it counts for the sameness of the text both in the case of direct and mediated translation. The data analysis of social and political euphemisms, which have become part of everyday communication and are widely used in media, shows that *formal* and *dynamic* types of equivalence are the most successfully applied techniques in the translation of political euphemisms.

Formal Equivalence

Formal equivalence is a translation method which allows readers to become acquainted with the source language and see how meaning is expressed in the source text including idioms and rhetorical devices which are not translated.

"Political euphemisms play a significant role for shaping public perception, managing sensitive issues, and influencing policy discussions. Political euphemisms can be translated using the literal or formal equivalence strategy, which involves rendering the surface meaning of the euphemized word or phrase. However, this approach may not convey the intended message effectively, as it focuses on the literal meaning and form of the message, rather than its content or aesthetics. In other words, formal equivalence is a word-for-word translation that aims to stay as close to the original text as possible. This method preserves the lexical details, grammatical structure, vocabulary, and syntax of the source text, assuming that the reader is familiar with the cultural and linguistic context of the original text". http://www.pdfs.semanticscholar.org //

Below are given some passages from speeches of famous political figures translated into Armenian where the method of formal equivalence is applied:

"Today, we remember and honor the memory of those who suffered during the *Meds Yeghern,* one of the worst mass atrocities of the 20th century." https://www. am.usembassy.gov/remembrance-day/

Այսօր հիշում և հարգում ենք բոլոր այն մարդկանց հիշատակը, ովքեր տառապանքներ են կրել *Մեծ Եղեռնի* ՚20-րդ դարի ամենասարսափելի զանգվածային վայրագություններից մեկի ժամանակ:

President of Russia, Vladimir Putin: "Those who try to blackmail us with nuclear weapons should know *that the winds can also blow in their direction."* https://www.quora.com/

Ռուսաստանի նախագահ Վլադիմիր Պուտինը ասել է. «Նրանք, ովքեր փորձում են մեզ շանտաժի ենթարկել միջուկային զենքով, պետք է իմանան, *որ քամին կարող է փչել նաև իրենց ուղղությամբ»:*

President of the Ukraine, Volodymyr Zelensky says in a video: "Russia *may do something disgusting and cruel."* https://www.youtube.com/watch?v=5oJBuL x4cvU

Ուկրաինայի նախագահ Վոլոդիմիր Զելենսկին իր տեսագրություն-ներից մեկում ասել է. «Ռուսաստանը *կարող է անել շատ զզվելի և դաժան մի բան»:*

"America is *in the game*, and America is going to win," he said, to an audience that included cabinet members and military officers. https://www. nytimes. com/ 2017/12/18/us/politics/trump-security-strategy/

«Ամերիկան *իսադի մեջ է* և պատրաստվում է հաղթել», -ասաց նա ՝ դիմելով կառավարության անդամներից և ռազմական սպաներից բաղ-կացած լսարանին:

"We will not start any war, but if anyone wants *to bully us* they will receive *a strong response,"* Raisi said in a televised speech. https://www. timesofisrael.com/liveblog_entry/raisi-iran/

«Մենք ոչ մի պատերազմ չենք սկսի, բայց եթե ինչ-որ մեկը ցանկանա *վախեցնել մեզ, նա հուժկու* **պատասխան** կստանա», - ասել է Իրանի առաջնորդը իր հեռուստաելույթի ժամանակ:

Russian Foreign Ministry spokesperson Maria Zakharova said about EU's involvement in the Armenian-Azerbaijani dialogue: "There is no mediation. There are attempts to *destabilize the situation*. Secondly, the return of the situation to the worst periods of the region's history. https://alphanews.am/en/russia-urgesarmenia-and-azerbaijan-to-stop-bellicose-rhetoric/

ՌԴ ԱԳՆ պաշտոնական ներկայացուցիչ Մարիա Զախարովան Եվրամիության ներգրավման առումով հայ-ադրբեջանական երկխոսու-թյանը ասել է. «Խոսքը միջնորդության մասին չէ, մենք խոսում ենք առաջին՝ հերթին *իրավիճակն ապակայունացնելու* փորձերի մասին, երկրորդ՝ իրավիճակը տարածաշրջանի պատմության ամենավատ ժամանակաշրջաններին վերադարձնելու մասին:

The examples above prove that applying formal approach to translation allows the readers who know the source culture to make their own conclusions about the original text as both form and content of the message are kept.

Dynamic Equivalence

Another method often applied for translation of political euphemisms is the method of dynamic equivalence.

The dynamic or functional equivalence strategy aims to use euphemistic words or phrases entirely, as it prioritizes the receiver over the speaker or author. Communicative or dynamic (functional) translation is directed at readers in the target language who do not expect difficulties or obscurities, and anticipate a general transfer of foreign elements into their own culture and language where necessary. It tends to translate less, be smoother, more direct, more idiomatic, and easier to read. Sentences may be restructured and generally more simple words are used. https://fliphtml5.com/lytc/qswc/basic

"The dynamic equivalence strategy intends to serve the euphemized word or stretch of words wholly, since it is concerned with the receiver more than the discourse. It wants to preserve the response of the reader. It means that the reader's response to the translation should be the same as the reader's response to the original."   https://www.tlctranslation.com/translation-theory-dynamic-and-formal-equivalence/ . With this approach the text can be translated in a way that it may make more sense than a direct translation. Dynamic equivalence leaves the reader to understand and digest the text himself/herself. Here are some examples that illustrate the use of the method of dynamic translation:

"They can reveal where Mr. *Biden's heart lies,* even if his head - and the heads of those around him - might prefer he *hold his tongue*".
https://www.bbc.com/news/world-us-canada-60895392

Դրանք կարող են օգնել բացահայտելու *ում կողմնակիցն է պարոն Բայդենը,* չնայած, որ թե՛ նա, թե՛ իր շրջապատը հնարավոր է նախ-ընտրեին, *որ նա լռեր*:

"Today, *though bruised*, our democracy remains unbowed and unbroken".
https://www.whitehouse.gov/briefing-room/speeches-remarks/2023/02/07/
remarks-of-president-joe-biden-state-of-the-union-address/

Այսօր, թեև *խաթարված* մեր ժողովրդավարությունը մնում է կայուն և անկոտրուն:

"On February 24, millions of us made a choice. *Not a white flag, but the blue and yellow one.* Not fleeing, but facing. resisting & fighting".
https://twitter.com/ZelenskyyUa/status/1628983721507299333

Փետրվարի 24-ին միլիոնավոր մարդիկ ընտրություն կատարեցին՝ *ոչ թե ընկրկել, այլ բարձրացնել մեր պետական կապույտ ու դեղին դրոշը:* Ոչ թե նահանջել, այլ դիմադրել ու պայքարել:

"Hey Greece, *take a look at history.* If you go further, you will pay a heavy price*"*. https://www.arabnews.com/node/2155576/metrics/ajax/aggregate

Հե՛յ, Հունաստա՛ն: *Մի՛ մոռացեք ձեր պատմությունը*: Եթե շարունակեք, ստիպված կլինեք թանկ վճարել դրա համար:

51

"This week, in only 4 days, we had the biggest *Stock Market* increase since 1974. We have a great chance for the really *big bounce*. https://www.twitter.com/realdonaldtrump/status/

«Այս շաբաթ ընդամենը 4 օրվա ընթացքում մենք ունեցանք 1974 թվականից ի վեր գրանցած *տնտեսական ամենամեծ աճը*: Մենք իսկապես ունենք մեծ հնարավորություն *տնտեսության զարգացումը խթանելու*:

Political euphemism often distorts reality and obscures a community which is inevitably the main function of the euphemism. However, how a translator deals with such a situation at this level is important. Should the translator follow the path of the speaker or author and in so doing be deceptive? Or should the translator focus on the listener or reader and disclose the concealed meaning? When the source language and the target language significantly diverge, it is advisable for the translator not to rigidly adhere to the original syntax and grammar. Dynamic equivalence lets the translators make necessary changes so that the text becomes comprehensible for the readers. This approach prioritizes the reader's understanding while accounting for linguistic and cultural differences.

As a decision-maker, the translator should decide the best strategy or approach to be employed while translating political euphemisms. The translator should determine the proper type of equivalency. On the other hand, the translator may coin a novel expression in the target language reflecting the correct meaning of the euphemism. The correct translation of social and political euphemisms is important for some reasons. First of all it helps *maintain the original meaning.* Euphemisms are often used to soften the impact of a statement or to discuss sensitive topics in a more palatable way. A mistranslation can lead to a loss of the intended nuance, potentially altering the original message and leading to misunderstandings.

Secondly, it refers to *cultural sensitivity.* Different cultures have unique ways of addressing certain issues. Translators must be aware of these differences to ensure that euphemisms are adapted appropriately, respecting the cultural context of the target audience. The third reason conerns *political implications* as inaccurate translations can have serious political consequences, especially if they misrepresent policies or statements by officials. This can affect diplomatic relations and public perceptions of government actions. *Social harmony* is also of vital significane as euphemisms can play a role in promoting social harmony by addressing topics like death, illness, or unemployment in a less direct manner. Proper translation is necessary to preserve this function and prevent offense or distress.

Last but not of least importance is the significance of *media and communication* since media outlets frequently use euphemisms to report on sensitive topics highlighting the impact of language and molding public perception of the issues.

52

Conclusion

In light of the provided instances of the translation of euphemisms, we can conclude that accurate translation is essential to convey the same level of sensitivity in different languages, ensuring that the information is accessible without causing unnecessary alarm or offense. Translators must possess the necessary proficiency to understand the purpose behind the use of euphemisms. They should be able to analyze the lexical and semantic aspects, decipher the hidden meaning, determine the intended communicative function, and appreciate the relationship between the speaker and the target audience. When political euphemisms are employed with a specific hidden agenda, translators must make a decision regarding their role in the translation process. They should try to reveal the euphemistic expression and do their best to maintain the concealed agenda in the target text. Thus, we can state that translator plays a crucial role as a mediator between languages and cultures. Larson (1984) suggests that euphemisms often require translation using a comparable euphemism in the target language. The key for the translator is to recognize the euphemistic nature of the source language expression and then translate it into the target language.

The study of various examples where English euphemisms are translated into Armenian, shows that the most effective techniques applied by translators to achieve the desired outcome are the techniques of *formal equivalence* and *dynamic equivalence.* These strategies allow for a balance between maintaining the original meaning and adapting it appropriately to the target language, ensuring successful communication while considering linguistic nuances and cultural context. Those who prefer *formal equivalence* believe that literal translation is closer to the original and that's why it is better, while those who prefer free or *dynamic equivalence* suggest that such translations give readers a better understanding of the source text. The problem with *formal equivalence* is that it may require effort from some readers, while the problem with *dynamic equivalence* is that the reader receives the text with most of the decisions already made by the translator and does not have to make assumptions.

The target audience may not be familiar with the source language or culture, and readers anticipate the need for explanations and localized adaptation of idioms and references to fully comprehend the context. In this case, the role of mediated translation should also be emphasized. Sometimes, the intermediary language may serve as a bridge between the source and target languages, being culturally closer to both. Therefore, we should state that the best approach is often a combination of the three methods discussed above: translators must take the target readers into consideration and adapt the text according to their needs and expectations.

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Ն. Թովմասյան, Ա. Պապոյան – *Համարժեքության խնդիրը սոցիալ քաղաքական մեղմասույթների անգլերենից-հայերեն թարգմանության գործ- ընթացում.* – Հոդվածն ուսումնասիրում է սոցիալ-քաղաքական մեղմասույթ- ների անգլերենից-հայերեն թարգմանելու բարդ գործընթացը: Մեղմասույթ- ները, որ կիրառվում են ագրեսիվ խոսքի և զգայուն թեմաների ազդեցությունը մեղմելու նպատակով , դժվարություն են ներկայացնում թարգմանչի համար, քանի որ հատկապես մեղմասույթների թարգմանության գործընթացում կարևոր է հաշվի առնել մշակութային, պատմական և լեզվամշակական մի շարք գործոններ, որոնք ընկած են դրանց հիմքում: Այս առումով հոդվածում կարևորվում է թարգմանչի դերը, որպես երկու մշակույթների միջև միջնորդի: Սոցիալ-քաղաքական դիսկուրսի ոլորտում մեղմասույթները ծառայում են որպես ռազմավարական գործիքներ հանրային կարծիքի վրա ազդելու և դիվանագիտական լարվածությունը մեղմելու նպատակով: Հոդվածում քննարկվում են այն թարգմանական մեթոդները, որոնք կիրառվում են մեղմասույթների թարգմանության ժամանակ՝ հասնելու ոչ միայն արտահայ- տությունների ճիշտ թարգմանությանը, այլև փորձ է արվում ներկայացնել թարգմանության այն հնարները, որոնք լուծում են համարժեքության խնդիրը:

Բանալի բառեր՝, սոցիալ-քաղաքական դիսկուրս, մեղմասույթ, լեզվական գործառույթներ, մետալեզվական մոտեցում, մեղմացնել, մշա- կութային միջնորդ

Н. Товмасян, А. Папоян – *Вопрос эквивалентности в переводе общественно-политических эвфемизмов с английского на армянский язык.* – В статье исследуется сложный процесс перевода общественно-политических эвфемизмов с английского на армянский. Эвфевизмы, призванные смягчить воздействие агрессивной речи, деликатных тем, создают проблемы при переводе из-за культурных, исторических и лингвистических различий между двумя языками. В сфере политического дискурса эвфемизмы служат стратегическими лингвистическими инструментами для воздействия на общественное мнение и смягчение дипломатической напряженности. В статье обсуждаются методы, которые переводчики применяют с целью сохранения значения оригинала, а также делается попытка определить те приемы, которые использует переводчик, решая проблему эквивалентности перевода.

Ключевые слова: *общественно-политический дискурс, эвфемизмы, языковые функции, металингвистический подход, смягчение смысла, культурный посредник*