

ABSTRACT

Title: Specific Characteristics of American Presidents' Individual Styles (Linguistic and Translation Aspects)

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In this dissertation research, an attempt was made to identify some features of the individual style of five American presidents: George Bush Sr., B. Clinton, George W. Bush Jr., B. Obama and D. Trump.

In the presidential political discourse, the ratio of the conventional to the individual is one of the determining factors that shape the politician's individual style. The choice of language tools used by agents of political discourse in many respects depends on the goals that they are trying to achieve, and on what pragmatic effect they seek. On the other hand, the speaker's individual characteristics also influence this choice.

In fact, as shown by the statistical frequency analysis of the presidents' speeches, the speech of the presidents is characterized by the frequent use of those words that are symbolic of US ideology or attractive to listeners, reflect the basic values of this culture or remind the audience of current challenges.

The obtained results confirm that individual differences in the speech of the 5 presidents do exist. Moreover, they can be explained by both extralinguistic factors and the speaker's personal linguistic preferences.

Having examined the final fragments of the inaugural speeches of the five US presidents from the point of view of translation, we came to the conclusion that each of them has their favorite stylistic devices, as well as a specific selection of

vocabulary. These individual features must be preserved in translation, and in many cases the translator can use the same techniques and language tools as in the original text. However, in some situations, the translator has to resort to transformations and replacements, and also use the compensation technique.