

THE SPECIFICS OF ANGLO-UKRAINIAN TRANSLATION OF GENDER-MARKED VOCABULARY IN CONTEMPORARY POLITICAL DISCOURSE

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The article focuses on the analysis of the peculiarities of rendering gender-marked vocabulary within the framework of Anglo-Ukrainian translation of contemporary political discourse. The research is based on the material of the resonant speech by former Australian Prime Minister Julia Gillard on misogyny and its author's translation. Particular attention is paid to the pragmatic aspect of translating lexemes that explicate gender asymmetries and the use of feminitive as a tool for the linguistic representation of women in politics. The main translation transformations that allow preserving the perlocutionary effect of the original in the internet-publicistic environment are identified.

The study employs comparative and transformational analysis to justify the choice of lexical units that overcome the «androcentric filter» of the target language. By implementing consistent feminization of professional titles, the translation eliminates cognitive dissonance and ensures the visibility of female leaders in the socio-cultural space. Furthermore, the refusal to euphemize sexist nominations and the application of syntactic restructuring serve as strategic instruments for deconstructing patriarchal stereotypes. This approach facilitates an adequate reproduction of the speaker's irony and intellectual superiority, maintaining the authentic level of political conflict characteristic of digital media.

Keywords: *political discourse, gender-marked vocabulary, feminatives, misogyny, sexism, translation, transformation in translation, pragmatic adaptation.*

Relevance. The modern linguistic paradigm has an anthropocentric orientation, where the study of the interaction between language and gender holds a special place. Political discourse, as a sphere of realization of power relations, is the most indicative platform for analyzing how gender stereotypes are constructed or deconstructed through linguistic means.

In the conditions of the active transformation of the Ukrainian language system, particularly the legitimization of feminitive in official-business and publicistic styles, the problem of adequate translation of gender-marked units acquires special significance. Julia Gillard's speech [7] is a unique precedent where gender-marked vocabulary serves as the central object of political struggle. The study of the methods of its reproduction in Ukrainian provides a deeper understanding of the mechanisms of pragmatic adaptation of texts that contain acute social problems and are disseminated through internet-publicistic channels.

Analysis of recent research and publications. Since the end of the 20th century, the issue of language feminization has been attracting increasing attention from both Ukrainian and foreign linguists who study the factors of formation and the principles of functioning of feminine nouns in different languages at various historical stages. Significant contributions to the study of the Ukrainian feminitive have been made by such scholars as A. Arkhangelska [1], M. Brus [2], M. Ginzburg [3], A. Neliuba [6], and others. Their works prove that the intensive enrichment of modern languages with feminitive lexemes is a consequence of extralinguistic, particularly sociolinguistic factors, namely the increasing social role of women. This trend has also received

political support: in the second half of the 20th century, the Council of Europe declared the importance of a gender-balanced society and adopted legislative initiatives to overcome linguistic sexism. Ukraine, having supported these proposals, has also issued a number of documents aimed at ensuring equal rights and opportunities for women and men. Increased public interest in gender roles, in turn, has stimulated scientific research into the forms of gender expression at all linguistic levels.

Of particular importance in the context of our study are the works of I. Derik and S. Hutsal [4], S. Zharko and N. Dashko [5], who analyze in detail the gender aspects of translating political discourse. The authors emphasize that the translator must consider the lexical meaning of gender-marked units and their ability to act as a means of social construction of reality. Their works highlight that when translating political speeches delivered by women, there arises a need to overcome the «androcentric filter» of the target language, which requires the use of specific strategies to preserve the intentional directness of the original.

The study of gender-marked units in translation studies is also closely related to the categories of linguistic economy and expressiveness. Modern linguists point out that in English-language political discourse, gender marking is often realized through a pragmatic context, whereas in Ukrainian it requires morphological explication. This creates an additional burden on the translator, who must balance an official-business style with the need for clear gender identification of political subjects, while avoiding stylistic dissonance within the internet-publicistic context.

An important direction of modern scientific research is the study of pejorative gender-marked vocabulary. The scientific literature indicates that the use of such units in political struggle aims to delegitimize an opponent by appealing to their gender. Analysis of the methods of rendering such vocabulary shows that translators often hesitate between a strategy of mitigation (neutralization) and a strategy of direct equivalence. However, as recent studies show, it is the preservation of the expressive baseness of such statements that actively conveys the pragmatics of the conflict discourse characteristic of speeches similar to Julia Gillard's.

Furthermore, the issue of the functioning of feminitive as a lexico-grammatical category in professional communication remains relevant. Despite a significant number of theoretical developments, the practical aspect of their use in translations of high-level official speeches still requires systematization. Researchers note that in the context of the digital transformation of media, internet-publicism has become a flexible platform for the approbation of new linguistic norms. This necessitates an analysis of how translation transformations at the level of gender-marked job titles affect the perception of the political image of a female leader in the Ukrainian socio-cultural space.

The purpose of the article is to propose our own version of the Ukrainian translation of the speech by Australian Prime Minister Julia Gillard on October 9, 2012, in parliament, where she responded to accusations of sexism by Tony Abbott; and also to substantiate the choice of translation strategies for the adequate reproduction of the linguo-pragmatic features of gender-marked vocabulary of the source text in the Ukrainian-language discourse, taking into account modern spelling norms and the pragmatics of the text.

Materials and methods of research. The study employed the method of comparative analysis of the original texts and our own version of the Ukrainian translation, the contextual-interpretive method for identifying the speaker's hidden intentions, and the method of transformational analysis to justify the choice of lexical units in the target language.

Research results and their discussion. Political discourse by its nature is manipulative and pragmatically oriented. In cases where a woman is the subject of politics, the discourse is often saturated with gender-marked units aimed at either discrediting through sexist images or self-affirmation through feminine representation. Gender-marked vocabulary includes names of persons by gender, lexemes with gender-specific connotations, and evaluative nominations that appeal to the social roles of men and women. In Julia Gillard's speech, we observed a clash of two gender ideologies: the patriarchal model, which uses language to deconstruct these stereotypes.

One of the key challenges was the translation of job titles and speaker status. In the original, Gillard appeals to her position as «Prime Minister». In the Ukrainian context, the tradition of using masculinitives to denote women in high positions has long dominated. However, given the theme of

the speech, preserving the masculine gender in the translation would create cognitive dissonance. The consistent introduction of feminitive was applied: «*I called the Prime Minister*» was translated as «*Я звернулася до Прем'єр-міністерки*» (I addressed the female Prime Minister). This decision corresponds to the norms of the current spelling and performs an important pragmatic function – it makes the woman visible in the political space, emphasizing that the attack is directed specifically at the female leader. Similarly, the unit «interlocutor» was rendered as «*співрозмовниця*» (female interlocutor), and «*leader*» as «*лідерка*» (female leader).

Attention was also paid to the reproduction of sexist nominations and images that have a sharp pragmatic charge in the original. For example, the phrase «*Ditch the witch*» was translated as «*Відьму зетть!*» (*Witch out!*). The method of pragmatic correspondence was used here, as the image of the witch in both cultures appeals to a negative gender stereotype of a woman who «threatens order». The translation of taboo vocabulary proved to be more complex, particularly «*Man's bitch*», which was rendered in the author's translation as «*чоловіча сучка*» (*man's bitch*). The use of stylistically reduced vocabulary is necessary to convey the authentic level of misogyny that Gillard speaks of. Any euphemism would have led to a loss of the pragmatic force of the argument about the low level of the opponent's political culture.

An important aspect of the study is the transformation of syntactic constructions with a gender subtext. Gender marking is often found not at the level of individual words, but in entire idiomatic expressions. The phrase «*Make an honest woman of herself*» was translated as «*корчиму із себе чесну жінку*» (to pretend to be an honest woman). This is a functional analogue that reproduces the patriarchal connotation of an «honest» woman, which depends on her marital status. Preserving this archaic structure in the translation emphasizes the inappropriateness and obsolescence of the opponent's views in a modern democratic society.

The rhythmic-syntactic organization of the text also plays a role in conveying the gender position. The final part of the speech, where Gillard notes: «*Now he's looking at his watch because presumably a woman's spoken too long*», was rendered as «*Зараз він дивиться на годинник, бо, мабуть, жінка занадто довго говорила*» (Now he is looking at his watch because, probably, the woman has spoken too long). The use of the third person («жінка») instead of the first person («я») is an act of ironic self-objectification, through which the speaker mocks stereotypes about female «talkativeness». The translation strategy here was to preserve this distance, which allows the Ukrainian reader to feel the speaker's intellectual superiority over the sexist expectations of her surroundings.

During the study, it was found that political discourse marked by gender-specific vocabulary presents significant difficulties because the Ukrainian terminological array in this area is in a stage of active renewal. The use of feminitive in the names of high government positions is a grammatical requirement and a strategic step by the translator to ensure gender inclusivity. The transition from masculinitives to feminine forms [e. g., «*заступниця спікера*» (female deputy speaker), «*лідерка опозиції*» (female opposition leader)] eliminates the cognitive dissonance that occurs when language ignores the actual gender of the actor in the context of discussing women's rights.

The pragmatic adaptation of the text within the internet-publicistic style requires special attention to emotive emphasis. In the fragment where Gillard lists the insults she has faced, the construction «*every piece of sexism*» is used. In the Ukrainian version, the translation transformation of concretization was used – «*кожен прояв сексизму*» (every manifestation of sexism). This adds analytical clarity to the text, characteristic of political analyses, while preserving the critical tone of the original. The use of the word «*прояв*» (manifestation) instead of the neutral «*частина*» (part) allows for an emphasis on the systemic nature of discrimination.

The reproduction of syntactic parallelism, which is a key rhetorical device in this speech, deserves special attention. The repetition of the phrase «*I will not be lectured*» was rendered as «*Я не дозволю читати мені нотації*» (I will not allow lectures to be read to me). The choice of the verb «*дозволю*» (allow) instead of the passive construction «*мене не будуть повчати*» (I will not be lectured) is an example of a grammatical transformation of voice (from passive to active). This is important for gender discourse: thus, the subjectivity of the female leader was enhanced, demonstrating her active position of resistance, not passive acceptance of aggression.

In the section on the translation of military-political terms bordering on gender issues, the expression «*under-represented in institutions of power*» was considered. In the Ukrainian version, a descriptive translation was used – «недостатньо представлені в інститутах влади» (insufficiently represented in institutions of power). This allows avoiding literalism and adapting the text to the political terminology accepted in the Ukrainian scientific space. The concept of «інститути влади» (institutions of power) instead of the simple «установи» (institutions) gives the text the necessary sociological depth, emphasizing the scale of the problem of gender inequality.

We will also consider the analysis of the lexical potential and use of the unit «*double standards*». In the context of Gillard's speech, this is not just «*double standards*», but also «мерзенні подвійні стандарти» (disgusting double standards). The transformation of lexical amplification is justified here by the pragmatics of internet-publicism, where the headline and key theses are intended to evoke a quick emotional reaction from the recipient. The attribute «мерзенний» (disgusting) clearly marks a moral assessment of the opponent's actions, which is an integral part of the strategy of discrediting in political discourse.

In the process of reproducing Julia Gillard's speech in Ukrainian, the strategy of pragmatic adaptation became of key importance. Since political discourse is a secondary modeling system where gender asymmetries are fixed at the level of linguistic lacunae, the translation becomes an instrument of depatriarchalization. The choice in favor of feminine instead of traditional masculinitives in job titles (e. g., «*interlocutor*» – «сніврозмовниця», «*leader*» – «лідерка») became an act of linguistic visibility. This neutralized the effect of «male as universal», which is especially important for a text whose main intention is to expose misogyny.

A special layer of translation difficulties is constituted by lexemes describing sexist behavior in the context of public activity. In particular, the expression «*repulsive double standards*» requires stylistic compensation. In English, the epithet «*repulsive*» appeals to physical revulsion, whereas in the political context of the Ukrainian language, it is more appropriate to use a transformation of lexical amplification. The variant «мерзенні подвійні стандарти» (disgusting double standards) conveys the meaning and emotional reaction of Gillard to the opponent's hypocrisy, preserving the sharpness of the internet-publicistic style.

The transformation of syntactic structures also plays a role in preserving the rhetorical rhythm. The repetition of the construction «*He has said...*» («Він сказав...»), which Gillard uses to present evidence of sexism, was reproduced using syntactic correspondence. This preserved the «verdict» effect, where each phrase sounds like a separate point of accusation. In the context of internet-publicism, such parallelism facilitates the reader's perception of the text, focusing attention on key facts.

The final part of the speech, where the speaker draws attention to Tony Abbott's non-verbal behavior («*Now he's looking at his watch...*»), was translated using modal amplification: «Зараз він дивиться на годинник, бо, мабуть, жінка занадто довго говорила» (Now he is looking at his watch because, probably, the woman has spoken too long). The addition of the word «мабуть» (probably) and the use of the form «жінка» (woman) in the third person allows preserving the ironic distance. This demonstrates Gillard's intellectual superiority over sexist stereotypes about «female talkativeness», which is a logical finale to her strategy of deconstructing misogyny.

An important aspect of preserving the stylistic potential of the original is the reproduction of the tactic of ironic distancing. In her speech, Gillard often uses phrases that emphasize the discrepancy between Abbott's words and his actions. For example, the phrase «*We are now supposed to take seriously*» was translated as «Тепер ми маємо серйозно сприймати» (Now we are supposed to take seriously). A modal transformation was used here, which in Ukrainian enhances the ironic subtext. The translator consciously chooses a construction that questions the sincerity of the opposition, which is important for conveying the pragmatics of the political confrontation recorded in internet-publicism.

A separate group of translation decisions is constituted by units describing the socio-political reality of Australia, adapted for the Ukrainian reader. The term «*high office*» in the context of the phrase «*not appropriate for high office*» was rendered as «висока посада» (high position). Despite its apparent simplicity, this translation is the result of semantic expansion. In English, «*office*» has a

connotation of service and duty, whereas in Ukrainian political discourse, «*посада*» (position) emphasizes status and responsibility. This preserves the official register of the speech while also emphasizing the opponent's professional inadequacy due to his misogynistic views.

The transformation of lexical addition was applied in the translation of a fragment about reproductive rights. The phrase «*Abortion is the easy way out*» was translated as «*Аборт – це найлегший вихід*» (Abortion is the easiest way out). The addition of the attribute «*найлегший*» (easiest) instead of the simple «*легкий*» (easy) in Ukrainian enhances the dismissive connotation of Abbott's statement. This is a strategic move aimed at highlighting the radicalism of the male politician's position on the female body. Thus, the translation became an act of deconstructing sexism, revealing the hidden aggression of the original through the amplification of emotive coloring.

The analysis of the use of femininity as a means of lexical resistance deserves separate attention. In the process of translation, we encountered the «gender lacunarity» of the English language in professional titles. However, given that Gillard's speech is a manifesto against misogyny, ignoring gender in the translation would have been a methodological mistake. The use of the forms «*Прем'єр-міністерка*» (female Prime Minister), «*лідерка*» (female leader), «*співрозмовниця*» (female interlocutor) is an expression of the pragmatic strategy of the translation, which correlates with the modern tendencies of depatriarchalization of language. This eliminates the cognitive dissonance that arises when a woman fighting for her rights is referred to in the masculine gender, which would only reinforce patriarchal hierarchies.

The stylistic potential of the text was also supported by preserving the metaphorical array. The metaphor of the mirror («*he needs a mirror*») in the translation «*йому потрібне дзеркало*» (he needs a mirror) functions as a cognitive instrument of self-exposure. In the Ukrainian translation, this unit retains its perlocutionary force: Gillard does not just accuse, she invites the opponent to visualize his own misogyny. The laconicism of this figure was preserved, as any expansion would have deepened the effect of a «blow in response», which is characteristic of the discourse of political debates in the digital space.

We also mention the reproduction of the terminology of parliamentary procedure, which in internet-publicism acquires the signs of a military strategy. The expression «*to oppose the motion*» was rendered as «*виступати проти пропозиції*» (to speak against the proposal). By using the active verb «*виступати*» (to speak) instead of the formal «*заперечувати*» (to deny), we added dynamics to the text. This reflects the marginality of the discourse, where the official procedure turns into a field of active ideological clash. An ideal balance was found between terminological accuracy and publicistic expression, which allows the Ukrainian recipient to fully perceive the sharpness of the moment.

In the work on stylistically reduced vocabulary («*bitch*», «*witch*»), the need to adhere to the principle of stylistic correspondence was demonstrated. The translation «*стєрво*» (bitch) and «*відьма*» (witch) is the only possible way to preserve the authenticity of the text. Any attempt to soften these units would have led to the leveling of Gillard's main message – demonstrating how deeply sexism is ingrained in the political rhetoric of the opposition. These lexemes in the translation perform the function of «quote-evidence», which exposes the aggressor, confirming the thesis that in modern political discourse, the word often functions as a means of dehumanizing the object of attack.

From the analysis conducted, it can be understood that the translation of gender-marked vocabulary within the framework of internet-publicism is a linguistic and sociocultural process. The use of the transformation of antonymic translation in fragments where Gillard contrasts her actions with the actions of her opponent allows the Ukrainian reader to clearly identify the ethical position of the speaker. Thus, the expression «*not appropriate for high office*» was translated as «*недостойний високої посади*» (unworthy of a high position). The choice of the lexeme «*недостойний*» (unworthy) instead of the neutral «*не підходить*» (not suitable) enhances the moral aspect of the accusation, which is characteristic of the Ukrainian political tradition of evaluating state figures.

In addition, the strategy of syntactic segmentation of long English sentences into shorter Ukrainian constructions contributes to a better perception of the text in the online environment. In internet-publicism, where the reader's attention is fragmented, preserving dynamics through rhythmic repetitions [«Він сказав...» (He said...), «Він міг би...» (He could have...)] performs the function of logical accentuation. In this way, the content of the speech was conveyed and gender stereotypes in the higher echelons of power were demonstrated.

Conclusions and prospects for research. Having studied the specifics of the Anglo-Ukrainian translation of gender-marked vocabulary based on Julia Gillard's speech, several conclusions were drawn. Political discourse in internet-publicism is characterized by a high degree of pragmatic loading, where gender-marked units act as instruments of ideological influence. In the translation of the speech, the denotative meaning and connotative coloring of the linguistic units were reproduced.

Feminine in modern Ukrainian translation are a necessary means of overcoming gender asymmetry. They provide linguistic representation of a woman as a full-fledged subject of political relations, which corresponds to the norms of the updated spelling and the requirements of gender sensitivity.

Translation transformations (lexical substitution, pragmatic adaptation, syntactic correspondence) are a powerful tool for preserving the emotive potential of the source text. The refusal to euphemize sexism is strategically justified, as it conveys the author's critical intention regarding misogynistic practices.

We see the prospect of further research in the comparative analysis of the reproduction of gender markers in the speeches of Ukrainian and foreign politicians in crisis situations (military and post-conflict discourses).

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СПЕЦИФІКА АНГЛО-УКРАЇНСЬКОГО ПЕРЕКЛАДУ ГЕНДЕРНО МАРКОВАНОЇ ЛЕКСИКИ В СУЧАСНОМУ ПОЛІТИЧНОМУ ДИСКУРСІ

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Анотація. *Вступ.* Статтю присвячено аналізу особливостей відтворення гендерно маркованої лексики в межах англо-українського перекладу сучасного політичного дискурсу. Актуальність дослідження зумовлена активною трансформацією української мовної системи, зокрема легітимізацією фемінітивів, що ставить перед перекладачами нові виклики. Політичний дискурс як сфера конструювання та руйнування гендерних стереотипів є показовим майданчиком для вивчення цих процесів, а промова Джулії Гілард про мізогінію слугує унікальним прецедентом, де гендерно маркована лексика постає центральним об'єктом політичної боротьби.

Мета. Метою дослідження стало обґрунтування вибору перекладацьких стратегій на матеріалі резонансної промови колишньої прем'єр-міністерки Австралії Джулії Гілард. У статті запропоновано авторську версію перекладу та продемонстровано шляхи адекватного відтворення лінгвопрагматичних особливостей оригіналу, зокрема його перлокутивного ефекту, з урахуванням сучасних норм українського правопису та прагматики інтернет-публіцистичного середовища.

Методи. Для досягнення поставленої мети застосовано комплекс методів, що охоплює порівняльний аналіз тексту оригіналу та його перекладу для виявлення семантичних і стилістичних розбіжностей; контекстуально-інтерпретаційний метод для розкриття прихованих інтенцій мовця, а також метод трансформаційного аналізу для наукового обґрунтування застосованих перекладацьких рішень на лексичному, синтаксичному та прагматичному рівнях.

Результати. У науковій розвідці встановлено, що ключовою стратегією перекладу стало послідовне впровадження фемінітивів у назвах посад для забезпечення лінгвістичної видимості жінки в політиці та усунення когнітивного дисонансу. З метою відтворення сексистських номінацій та табуйованої лексики застосовано відмову від евфемізації задля збереження автентичного рівня мізогінії та прагматичної сили аргументу. Важливу роль відіграли трансформації синтаксичних структур, зокрема заміна пасивних конструкцій на активні для підсилення суб'єктності мовця, а також лексичне підсилення з метою адаптації до прагматики інтернет-публіцистики та передавання критичного тону оригіналу.

Новизна. Наукова новизна статті полягає в комплексному аналізі перекладацьких трансформацій гендерно маркованої лексики на матеріалі унікального прецедентного тексту – промови Джулії Гілард. Уперше системно обґрунтовано вибір перекладацьких стратегій (прагматичної адаптації, синтаксичного уподібнення, лексичної заміни) як інструменту деконструкції гендерних стереотипів та депатріархалізації в українському політичному дискурсі.

Висновок. Отже, переклад гендерно маркованої лексики в сучасному політичному дискурсі є не лише лінгвістичним, але й глибоким соціокультурним процесом. Застосовані перекладацькі трансформації виявилися потужним інструментом збереження емотивного та перлокутивного потенціалу першотвору. Використання фемінітивів, відмова від евфемізації сексизмів та прагматична адаптація образних засобів забезпечують лінгвістичну репрезентацію жінки як повноправного суб'єкта політичних відносин, що відповідає сучасним тенденціям розвитку української мови та вимогам гендерної чутливості.

Ключові слова: політичний дискурс, гендерно маркована лексика, фемінітиви, мізогінія, сексизм, переклад, перекладацька трансформація, прагматична адаптація.

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