

The role of repetitions in Barack Obama's speech and its Polish translation

Rola powtórzeń w przemówieniu Baracka Obamy
i jego polskim tłumaczeniu

Arkadiusz JANCZYŁO¹

Ateneum-Szkoła Wyższa w Gdańsku


Abstract

The paper presents an analysis of Barack Obama's first presidential victory speech and its Polish translation. The analysis focuses on loss of repetitions in translation, resulting in modified meaning and effect of the original speech in the target text. Several theoretical vehicles are employed in the paper to explain how those shifts lead to loss in translation and, hence, affect Obama's message: overt translation, functional equivalence and loss of materiality. The main motivation behind this paper was a desire to investigate ways in which the purpose that political discourse serves in the original language and socio-political context is handled in translation and to what ends.

Keywords: emphasis, functional equivalence, identity, materiality, overt translation, political discourse, recontextualising, repetitions

Streszczenie

Artykuł prezentuje analizę przemówienia Baracka Obamy po wygraniu pierwszych wyborów prezydenckich oraz jego polskiego tłumaczenia. Analiza skupia się na wyeliminowaniu powtórzeń w tłumaczeniu, co zmieniło wagę i efekt przemówienia. Zastosowano kilka koncepcji

¹  <https://orcid.org/0000-0002-2172-4791>

Ateneum – University in Gdańsk

Neophilological Dept.

a.janczylo@ateneum.edu.pl

teoretycznych w celu wyjaśnienia, w jaki sposób te zmiany prowadzą do strat w tłumaczeniu, a przez to strat w przekazie przemówienia: przekład jawny (overt translation), ekwiwalencja funkcjonalna oraz utrata znaczenia/wagi (loss of materiality). Głównym źródłem motywacji do napisania tej analizy była chęć prześledzenia sposobów, w jakie cel, któremu służy dyskurs polityczny w języku oryginalnym oraz kontekst socjo-polityczny są potraktowane w tłumaczeniu i czemu to służy.

Słowa kluczowe: dyskurs polityczny, emfaza, ekwiwalencja funkcjonalna, powtórzenia, przekład jawny, rekontekstualizacja, tożsamość, znaczenie/waga

1. Introduction

The aim of this paper is to analyse Barack Obama's first presidential victory speech (source text, ST) delivered on 4 November 2008 in Chicago, Illinois, and its Polish translation (target text, TT) which appeared a day later, on 5 November 2008, on wiadomosci.gazeta.pl. The texts taken for analysis come from two internet websites, edition.cnn.com (2008) and wiadomosci.gazeta.pl (2008), respectively. The analysis focuses on shifts in translation which modified the meaning and effect of the original speech. Several theoretical vehicles are employed in the paper to explain how those shifts lead to loss in translation and, hence, affect Obama's message.

The overall motivation behind the paper has been the desire to investigate how the purpose which political discourse serves in the original language and socio-political context is handled in translation. The term discourse is understood in this paper as a style of speech and way of thinking (Hatim & Mason, 1990, p. 71). The initial assumption behind the analysis here is that the translation does not match (even if only to a certain extent) the original features of a political speech, i.e. appealing to people's emotions as a tool to facilitate congruence and persuasion. The emotive function of political discourse is analysed in this paper from the perspective of special syntactic features realised as emphatic repetitions, which promote message transfer and/or reinforcement of cultural values and culture-specific entities in the source culture. Those features work towards such stylistic ends as are deemed fit by the speaker to support their ideological stand. The subject of the study is whether the original speech and its Polish translation create a message that facilitates congruence between the speaker and their audience in equal measures.

The speech in question is particularly interesting as it provides a useful insight into how a message can be presented in a situation where a society, in this case Americans, is strongly polarised politically and ideologically,

and whether the translation is capable of producing an equivalent effect in the target reality, or even whether it is required of the translation to do so. Yet, Obama's speech succeeded in bridging the gap between the two divisions, and his message converged the most important aspects of the ideology from both the Democratic and Republican flanks. Obama's speeches make a fascinating reading, and it is evident that President Obama is a skilled orator and his speeches are typically multi-layered, evocative, emotive and creative. The language he uses is not complex, but the way words are put together creates skilful discourse making audiences think, feel and connect with what he says.

Finally, the analysis in this paper argues that the Polish translation of Obama's speech essentially diverges from the original message on several levels. The Polish version proves to be less deep, less persuasive, and less emotive in terms of lexis, syntax and style. Therefore, the conclusions in this paper add to support an argument whereby political speeches in the translation process are typically classed as overt translation (Shuttleworth & Cowie, 1999, p. 119; House, 1977, p. 42) due to essential displacement in terms of functional equivalence (House, 1977, p. 42) within its language user (geographical origin, social class and time) and language use categories (medium, participation, social role relationship, social attitude and province).

2. Political speeches

In order to perform an informed analysis of the speech and its translation it is essential to look at certain theoretical aspects of what makes a political speech and when it is successful. As a discourse genre, political speech is a platform for power struggle through linguistic tools. Human life and culture are inseparably intertwined with language, yet politics has developed a particularly close relationship with it, where language is exploited through and through to provide the most effective means to achieve political goals through the means of persuasion, threat, enticement, and discouragement.

Political speeches render useful tools to provide an opportunity to unify a community or a nation. This process is achieved via a variety of speech tactics, e.g. by invoking shared values, common memories and emotions, or citing historic events or figures that are crucial to the group's common identity. Every community shares certain ideals over others, such as freedom, progress, family or patriotism. They are typically accompanied by strong emotions of urgency or significance. Addressing these values in a speech means

appealing to these emotions, and, as a result, it will give the audience a sense of belonging to the same group. A similar effect can be achieved by referring to important historic events or figures that are widely known and respected in the community will provide a feeling of familiarity, which intensifies social bonding among the members of the group. Skilful manoeuvring around these elements will put a political speaker at a definite advantage.

3. Methodology

The translation analysis in this paper focuses around political discourse in its emotive language dimension, which for the purposes here is defined through the use of emphatic repetitions and their potential relation to cultural values and culture-specific entities. The role of emotive language is to evoke specific emotions in the audience in order to achieve certain political goals. This role can be performed through the use of emotionally charged language to give a speech a more optimistic or pessimistic outlook, e.g. use of emphasis, powerful content words, phrases and expressions. Additionally, cultural values which political speeches make an appeal to serve a function of unifying crowds around the speaker and/or their political goals. In order for this layer to reach maximum effect it is necessary to apply values that are commonly shared among the target audience, community or society. Finally, the cultural values appealed to in a political speech are only reinforced when the speaker refers to the shared memory of a variety of historic events and figures, culture-specific entities, that have played a crucial role throughout history in shaping and cementing such values in said society and who enjoy universal veneration.

The use of repetitions to produce for emphasis undergoes treatment in this paper through the use of three theoretical concepts in translation studies in order to argue if and how far translation promotes the same values. Firstly, the concept of overt vs covert translation (House, 1977, 1986, 2015) shall be applied to inform the conclusions why the translation in question slants towards overt rather than covert. Overt translation proves a more successful choice out of the two to describe an overall direction in the way the Polish translation of Obama's speech deals with ST repetitions in this paper. These two concepts, however, will then tie in with the functional equivalence concept (House, 2015, pp. 27-30), which will serve as the grounds for assessing why the term overt translation portrays a more effective approach to delineating the divergences between ST and TT.

Finally, a proposition is presented which offers an assessment as to how divergent the translation is with reference to its original in terms of the cultural input and transfer. To this end, Derrida's idea of materiality loss in translation (1978, p. 210) is relied upon as applied by Venuti (2013, Loc 959-962) to the loss of intratextual and intertextual relations in translation. Derrida's materiality refers to the essence of a word/text which is inevitably lost or abandoned in translation. If a word is part of everyday idiomatic meaning then that everyday idiomaticity is inevitably lost, or at least limited, when transferred into another language, which leads to recontextualising or even decontextualising the ST message in TT.

4. An Analysis

This section describes in general the original speech delivered by Obama in terms of the effect it creates, especially with reference to its emotive dimension in the three aspects: the use of syntactic structures, the cultural values it promotes and the culture-specific entities Obama refers to. Those aspects shall then be juxtaposed with the Polish translation and a comparison will be presented as to how far the effect the Polish version creates can be described as equivalent to, or perhaps rather divergent from the original.

As Jeffrey Fleishman (2017) wrote for *Los Angeles Times* 'Eloquence and literary power make President Obama one of the nation's great orators'. Obama's speeches are always well-prepared, thought through and use powerful words. As such, the speech analysed in this paper evidently displays very strong linguistic features and in conjunction with the appeal to several shared cultural values and culture-specific entities received wide acclaim.

Moreover, as a political speech delivered by a newly elected president of the United States of America, its main purpose was to unify the American nation in the face of strong polarisation among the society and delineate a new way forwards, attempting to unite both his supporters and opponents. In order to do achieve this goal, Obama used emotive language to refer to several cultural values shared in the society (such as freedom, progress, family, love, patriotism, the American dream, religion, hard work, sacrifice, opportunity, hope, individualism, yet being one) as well as culture-specific entities (e.g. Abraham Lincoln, the Dust Bowl, and the New Deal). The effect was augmented, however, by powerful and elaborate language and his great articulacy and oratory skills to deliver his talk in a confident and calm manner.

The speech was a loud and clear call to action as one nation for the betterment of all.

On a more technical note, the source text contains 2082 words. Contractions such 'there's' or 'didn't' used in the speech have been accounted for as two words for syntactic reasons. The total number of sentences and sentence-like phrases is 107. The only criterion for arriving at the number was a full-stop or a question mark at the end of each sentence. The sentences are typically rather long, but well-constructed, and the ideas flow from sentence to sentence and paragraph to paragraph smoothly and with unimpeded logical coherence. The speech is further divided into paragraphs (¶s), of which there is a total of 54. What is meant by a paragraph in writing in English is traditionally a typical block of text consisting of several sentences and deals with one main idea (Wyrick, 2011, p. 50).

The Polish translation contains 1271 words with no contractions as they are absent from the Polish language. The number of words in TT is significantly smaller due to the fact that the translation omitted several sentences or even whole paragraphs. The translation, furthermore, has 108 sentences separated by full-stops or question marks. The Polish text mostly follows the same paragraphing as the original, with an odd exception where parts of the original have been omitted in translation or two or three paragraphs were consolidated into one resulting in the paragraph numbering having skipped a few ¶s in the target text.

4.1. Syntactic Structures in ST – emphasis, omissions, syntactic shifts

The syntactic structures which have been identified in the ST and which are subject to analysis in this paper. Typically, different linguistic features can contribute to the emotionality of language, such as syntactic (e.g. adding emphasis), semantic (e.g. use of selected types of vocabulary), pragmatic (e.g. how direct the message expression is), semiotic (e.g. use of symbols to reinforce meaning), phonological (e.g. voice modulation and intonation) or morphological (e.g. word forms, prefixes and suffixes). The features applied in this analysis pertain primarily to a variety of syntactic structures. The other aspects have been omitted either due to limitations of space in this paper or, in this instance, due to low occurrence or presented considerably less effect in the speech compared to the syntactic load due to their insignificant occurrence and/or low potency. Additionally, the phonological aspect has been omitted as the analysis concerns the speech in its written form exclusively.

With regard to the syntactic features of Obama's speech, I have identified several which occur frequently in the source text and largely contribute to the overall rhetorical effect of the speech; namely, adding emphasis through repetition, the use of focusing 'it' clauses, the use of conditional sentences, and the use of the Passive Voice. A careful examination made it possible to render the speech significantly emphatic syntactically.

Repetitions are frequent in the original speech, especially from sentence to sentence, or paragraph to paragraph, and occur in strategic places in the ST (see Fig. 1). For the purposes of the analysis in this paper I have counted 48 phrases which undergo meaningful repetitions. The only paragraphs that lack evocative repetitions are ¶s 8, 10, 19, 30, 38 & 50.

No	ST	TT
1	¶ 1 'who still', (3 repetitions in total)	Phrase omitted
2	¶s 1, 3, 5, 7, 15, 21, 24, 27, 29, 39, 40, 41, 42, 45, 51, 52, 53 & 54 'America', 'American(s)' (23 repetitions in total)	¶s 1, 3, 5, 21, 24, 27, 39, 40, 41, 42, 51, 52, 53 & 54 'Ameryka, Amerykanin, amerykański' [America, American as a person(s), American as an adjective] in all their morphological forms (16 repetitions in total)
3	¶s 1, 24, 25, 26, 27, 28, 44, 47 & 52 'There' used for location or followed by the verb 'to be', (15 repetitions in total)	¶s 27 'tam' [location], 44 'było' [was/were], 52 'jest' [is] "There" in English suggests either location or existence/being, particularly when followed by the verb 'to be', and as such expresses a rather passive verbal meaning.
4	¶s 1, 5, 11, 13, 23, 24, 27, 37, 39, 40, 41, 43, 45 & 52, 'tonight', (14 repetitions in total)	Omitted: ¶s 11, 13, 37, 39, 40 & 52 'dziś' [today]: ¶s 1, 5, 23, 24, 27, 41, 43 & 45
5	¶s 1, 2, 3, 13, 21, 27, 34, 36, 41, 42, 45, 49 & 53 clauses introduced by 'that', (17 repetitions)	Że [conjunction with dependent clauses]: ¶s 1, 2, 2, 21, 27, 36, 41, 45, 49, 53, 53, Omitted: ¶s 13, 34, 34, 42, 53, : ¶s 3,
6	¶s 2, 31, 42, 45 & 53 demonstrative 'that', (8 repetitions)	Omitted: ¶s 2, 31, 45, 53, 53, Jej [her]: ¶s 31, Oto [demonstrative: this here]: ¶s 42, To [this]: ¶s 53,
7	¶s 2, 4, 7, 9, 12, 13, 14, 20, 23, 35, 37, 43, 45 & 53 'that' as a relative pronoun, (18 repetitions)	Omitted: ¶s 2, 4, 7, 9, 12, 13, 14, 20, 23, 37, 43, 53, Który [which]: ¶s 7, 23, 35, 37, 43, Co [what, which]: ¶s 45,

8	¶s 2, 3 & 4 'It's the answer', (3 repetitions in total)	Announced once
9	¶ 3 'a collection of', (2 repetitions in total)	Announced once
10	¶s 6 & 7 'Sen. McCain', (2 repetitions in total)	Announced once, then McCain without the title the second time
11	¶ 9 'I congratulate', (2 repetitions in total)	Announced once for two people together
12	¶s 14, 15, 16 & 17 'to (my)' to express gratitude, appreciation or debt (5 repetitions in total)	¶ 14 omitted completely, ¶s 15, 16 & 17 consolidated in TT into one shorter paragraph with gratitude expressed collectively;
13	¶ 18 'It belongs to you.' (2 repetitions in total)	Announced once
14	¶s 20 & 21 'It drew strength from', (2 repetitions in total)	The same as ST
15	¶s 21 (1 instance) ¶s 53 'This is' (3 repetitions in total)	¶ 21 same as original; ¶ 53 (1 st instance omitted via a syntactic shift, the other two instances reduced to 'to' [this])
16	¶ 22 'And I know', (2 repetitions in total)	Announced once
17	¶s 23 & 24 'even as we [...] we know [...]', (2 repetitions in total)	The same as ST
18	¶ 32 'without', (2 repetitions in total)	Announced once
19	¶s 32 & 33 'a new spirit of', (3 repetitions in total)	Announced once collectively
20	¶s 33, 34, 35, 36 & 52 'let us/let's', (5 repetitions in total)	¶ 52 phrase omitted, others the same as ST
21	¶ 35 'as one', (2 repetitions in total)	Announced once
22	¶s 39, 40 & 41 'to (all) those' to make an address or to express promises/threats, (7 repetitions in total)	¶s 39 & 40 the same as ST, ¶ 41 – four instances omitted – syntactic change: changed into promises/threats using only future verb forms in TT
23	¶s 45, 46, 47, 48, 49, 51 & 53 'Yes, we can.', (7 repetitions in total)	The same as ST
24	¶ 54 'God bless'. (2 repetitions in total)	The same as ST

Fig. 1.

Repetitions presented in the ST and selected for analysis here serve multiple rhetoric and stylistic purposes. Overall, there are 152 instances where words or phrases are repeated in ST, which makes 234 words (approx. 11% of the total number of words in ST). In contrast, TT contains 79 words and phrases which correspond to the emphatic structures of the original speech out of 1271 (approx. 6% of the TT total number of words). Despite a significantly smaller number of words in total, the TT still represents a low level of repetitions compared to the original. The sheer number of repetitions suggests a considerable shift down in the power of emphasis through repetition in the translation. Thus, weakening the message of the original.

When analysed instance by instance individually, the repetitions provide an even more intriguing set of data. Certain repetitions in the original speech seem to give it great gravitas by appealing to specific cultural values commonly shared in the source culture. For example, the repetition of the word 'America' in all its morphological derivations in ST renders 23 instances compared to 16 in TT (see Fig. 1 Entry 2). Using this word and its derivatives to address the nation-wide audience on the presidential election victory night seems to serve social identification and unification purposes. The Polish version, on the other hand, renders that effect 30% less strong.

Another interesting finding is the use of the word 'tonight', which is used 14 times in ST (Fig. 1 Entry 4). The presidential election results were announced in the evening and Obama made his speech on the same night right after the results were released. His use of the word 'tonight' adds to the gravitas and urgency of the occasion underlying the immediacy of the situation and narrowing the timeframe down to part of a day. The translation, having been performed the following day applied the holonym of which 'tonight' is part; namely, 'dziś' [today], and even then the word occurs only eight times in the TT. The resultant effect takes away the significance of the occasion and loses the sense of urgency by using a more tenuous term in TT place of a more specific one in ST.

The word 'that' used as a demonstrative and as a relative pronoun also proves influential regarding emphasis in ST and TT (Fig. 1 Entries 6 & 7). The number the word occurs in ST is eight and 18 respectively. A closer analysis revealed that Obama used the 'that' to point more strongly to specific ideas, and also even though the relative pronoun could have been avoided in many relative clauses, he still used it in his speech on every occasion, which provides for greater clarity of expression. In contrast, TT counts three uses of the word 'that' for demonstrative purposes and six as a relative pronoun.

The other cases in ST are omitted in TT, which instead employed syntactically simplified constructions or sentences.

The ST contains further examples of repetitions for rhetorical purposes (Fig. 1), repeating to reinforce the message. I have divided them into two groups: entries 1, 8, 9, 10, 11, 12, 13, 14, 15, 16, 18, 19 & 21 and entries 17, 20, 22, 23 & 24. The reason for creating the two lists lies in the way those repetitions were dealt with in the TT. The former list contains examples where the repetitions were omitted or consolidated, and hence, reduced in number. The latter list contains examples where the repetitions in the ST were kept roughly equivalent in the TT; therefore, maintaining the emphatic character of the message. Nevertheless, the number of omissions as illustrated by the first group of entries significantly exceeds the number of entries in the second group (13:5). Yet again, the numbers alone show that the rhetoric charge of the original speech loses its effect in the translation.

Another aspect which is worth investigating here is the way Obama used repetitions to address or refer to people or groups of people in his speech. These references include examples where Obama expressed his gratitude to all those who had helped him win the election (e.g. his family – wife, daughters, grandmother, siblings, etc.), his team and other politicians involved in his campaign. The addresses here also cover references to groups of people in more general terms, such sending a message across the world to all those who were hopeful or desperate in the world at that moment, or who were friendly or hostile towards America. Examples of this can be found in Fig. 1 entries 1 (ST 3:TT 0), 2 (23:16), 10 (2:1), 11 (2:1), 12 (5:2), 21 (2:1) & 22 (7:3). This makes a total of 44 instances in ST against 24 in TT. By repeating e.g. a phrase ‘to (all) those who’ or simply ‘to’ carries a strong message and is a clear reinforcement. These repetitions reflect the importance to Obama of the values of gratitude, patriotism, American exceptionalism and individual acknowledgement to every person mentioned; values which are profoundly ingrained into the fabric of the American society. The effect in the TT is significantly weaker, as illustrated by the numbers: 44 ST:24 TT. One evident conclusion is that the translation did not place as much emphasis on these values as the original, which poses a question ‘Are Polish people less grateful than Americans?’ or ‘Do Polish people not like expressing gratitude?’ These would be valid questions to ask in sociology and/or psychology in combination with translation studies rather than translation studies alone.

4.2. Overt Translation

Obama created remarkable emphasis through repetitions in his original speech. The analysis above shows that that emphasis experiences a significant loss in TT. The strategy through which repetitions were dealt with in TT facilitated a version of the text which is characterised by less emotion and a weaker emphatic. Omitting emphatic structures in translation, consolidating them rather than repeating verbatim in TT, or employing various syntactic shifts show that the translated version is not another original; thus, is an instance of overt translation (House, 2015, p. 54).

The source text, being closely relevant to the source culture through its application and reference to values that are ingrained in it, was treated somewhat superficially for its repetitions in translation. The speech in question concerns a specific event in American politics, which does not need to be equally or directly relevant to Polish politics. Therefore, it could be argued that the translation does not need to produce the same emphatic effect as the original.

For instance Obama's expressing gratitude to each individual person who worked on his campaign does not necessarily facilitate insightful information nor produce a meaningful rhetorical effect for the Polish speaker. Most of the values Obama addresses in his speech are also shared by the Polish speaker, e.g. freedom, opportunity, patriotism etc. However there are certain cultural concepts which are specific to the American culture, such as the American dream, Abraham Lincoln etc., which relate only to the source culture; with the Polish speaker being generally aware of most of them nonetheless. However, there are also several concepts which probably only a well-educated Polish speaker will be familiar with, e.g. the dust bowl, a New Deal, David Plouffe, David Axelrod etc.

In general, Obama's style of speaking can be described as thoughtful, well as well-prepared, with the focus on powerful words. Although he uses simple language, he does not patronise his listeners, and makes them feel knowledgeable. The speech analysed in this paper made references to several cultural values and entities which are quotes such as Abraham Lincoln, the dust bowl, the American dream etc. This showed the audience that he shared the same values and symbols as his listeners. He is a speaker that people want to listen to. (Masket, 2017; Resener)

The translation analysed in this paper being overt, it is also argued that there is no functional equivalence (House, 2015, pp. 27-30) between ST and TT in the dimension investigated here. TT does not follow the same emphatic

pattern as the original. The repetitions which account for a considerable part of the emphatic force in ST have been obscured in TT, and lost their function as a result. The translation does not enjoy the same typological status of a speech written to be spoken, nor is it supposed to perform the same persuasive function as the original, which may also partly explain the divergences in the treatment of repetitions between ST and TT.

Finally, in terms of the cultural input and transfer the translation displays a significant loss of materiality (Derrida, 1978, p. 210) by ways of its failure to transfer, sometimes fully and sometimes partially, the prominence of the values addressed and emphasised in the original. The idiomaticity of structural repetitions in English which Obama used in the speech disappeared in the translation. Therefore, the original emphasis has been mostly decontextualised in TT e.g. through omissions, with occasional instances of recontextualisation, e.g. entries 4, 10, 11, 12, 19 & 22 (Fig. 1), where repetitions were expressed using other syntactic strategies in TT.

5. Conclusions

Political speeches are complex instances of discourse from the point of view of the translation process. The transfer which happens through translation in this context concerns several layers, such as linguistic, cultural, political, historical, emotional, emphatic, sociological, per chance psychological etc. As politics concerns many aspects of life, so its linguistic output will be characterised by linguistic and para-linguistic features relating to all those aspects which it will address. As such, Obama's presidential election victory speech contained references to a variety of aspects which he as president aimed to address, such as world peace, opportunity, progress etc.

By its very nature, political discourse aims at persuasion. Emphasis, so omnipresent in political speeches, serves well to this end. One of linguistic realisations of emphasis is repetition. Repetition of specific phrases as illustrated in this paper provides necessary reinforcement of ideas and ideology in listeners, helps the audience feel they belong to a larger group through appealing to shared cultural values (which is a crucial aspect of identity construction and builds a community), and enhances organisation of ideas into a coherent and logical message; a message which is often rooted in shared narratives. Finally, repeating certain words or phrases helps the speaker create or modify desired narratives. These narratives help groups

and individuals alike shape or strengthen their cultural and social identities (Janczyło, 2015).

The need to construct identity which accompanies political discourse, and by extension political speeches, becomes displaced in translation. Furthermore, the need for emphatic language in translation, such as repetitions, gives way to other motivations in the target language. Rather than a desire to shape the self, translations of political speeches serve different ideological agendas than their originals. Emphatic repetitions become redundant in translation as an ideological tool. In the way Obama's speech has been treated in the Polish version suggests that the TT serves mainly an informative purpose to the Polish reader. The political speech analysed in this paper does not need to persuade or convince politically or unify the Polish audience. Its task is merely to educate them about what happened and/or is going to happen in America. Therefore, the need for faithful rendition of every instance where Obama repeated phrases becomes immaterial in translation, making it into overt translation.

This is not to say that the translation is successful or not. Rather it remains to be assessed with reference to different contexts and applications that the TT is to be put to. It is beyond the shadow of doubt that the translation analysed in this paper lost depth, ideological appeal, dramatic effect, capacity to convince, stimulating rhetorical functions and emotionality compared to the source text.

However, it seems this was not the purpose of the translation to fulfil those criteria. Given another context and purpose, the translation might look different. For instance, were the translation to serve an educational role, whereby to provide insightful information to someone who does not read or speak English about how said speech was constructed in English and what linguistic strategies were applied to achieve a desired ideological effect, a different version of the target text would need to be constructed.

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