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CONSOLIDATION STRATEGY IN RITUAL GENRES OF POLITICAL DISCOURSE

Introduction. The strategy of consolidation is crucial in political rituals, since the purpose of ritual communication is to unite people into one community, that is, an actualized integrative function. Politicians deliberately or unconsciously choose the language tools that are most powerful and effective in terms of impact on the addressee.

Review of the recent publications. The following scholars have been engaged in the study of consolidation typology of the political discourse strategies: O.Y. Sheihal, H. P. Hrais, A. Maslova and others.

Objective of the paper. The paper aims at analyzing the linguistic peculiarities of strikes in ritual genres of political discourse.

Research results. According to O. J. Sheihal, the strategy of consolidation is subject to all ritual genres – not only inaugural speech, but also greetings, gratitude, compassion, etc. [5: 142].

The main means of implementing communicative and strategic consolidation is the use of pronoun forms *we*, *our*, *all*, etc., for example: "*We have made an effort together with this document*" (Inaugural speech, P. Poroshenko, 2014); "*From the standpoint of rigid pragmatism, we will also approach the issues of foreign policy of the state*" (Inaugural speech, L. Kuchma, 1999). These and suchlike means are characteristic of all ritual texts [4: 36].

In order to enhance the nation's consolidation, the country's political leaders resort to the semantic methods of expressing the association. Thus, in the New Year's greetings by P. Poroshenko, the key motto "The Unified Country," which became the conceptual idea of this ritual text, was announced in three languages – Ukrainian, Russian and Crimean Tatar, for example: the words *"United country" - "Bir develte". The hard tests have strengthened us. As a people we have become non-slavish, we have become even stronger in the political Ukrainian nation* (Greetings with the New Year, P. Poroshenko, 2015). Here we observe a peculiar semantic "packing mechanism of meanings" in general characteristic of advertising messages, which, on the one hand, implements the intention of unity at the content level of statements, and on the other – the same intention at the pragmatic level using the languages of the three peoples of Ukraine [3: 40].

The communicative strategy of consolidation is realized in political discourse with the help of communicative tactics – equality and appeal to history (past) and future [1: 387].

The tactic of equality presupposes not only the unification, consolidation with the people, but also the actualization of the role of the people in the future of the country, emphasizing the role of the nation and the people in choosing their political path, for example: *"It is a great honor to appeal to free people who hold in their hands not only the Ukrainian flag, but also the fate of their country"* (Inaugural speech, V. Yushchenko, 2005). The tactics of appeal to history are characteristic of ritual texts, since it allows semantic identification of the "common past" – "common present" – "common future". For the ritual speeches of Ukrainian political leaders, an appeal to historical antiquity is characteristic, for example: *"The true foundation of our twenty years is the centuries-old experience of Kievan Rus. Ukraine is proud to continue this mission today"* (Congratulations to the Independence Day of Ukraine, V. Yanukovych, 2011). Such communicative tactic determines the glory of the historical past and promotes the development of a national idea on a historical basis, with the communicative strategy of consolidation being implemented as a historical consolidation [5: 145].

The intent of the continuity of historical traditions that implements communicative consolidation strategies is presented both through the glorious events of Ukrainian history and the tragic ones that once contributed to the unification of the nation, for example: *"On this day, we will recall the heroes who fell for victory: victims of Holodomor, deportations and the Holocaust. They see us today, from heaven, I am convinced, proud of us! "* (Inaugural speech, V. Yushchenko, 2005); *"Volodymyr Vynnychenko fought against Mykhailo Hrushevskyi, Symon Petliura – against Pavlo Skoropadsky. And Nestor Makhno - against all ... The conclusions must be made not only from the archives of centuries-old antiquity, but also from recent events"* (Inaugural speech, P. Poroshenko, 2014). An indication of tragic events and historical miscalculations is presented in ritual texts for logical followings: the nation united against these events, but it must draw conclusions for the future [2: 94].

Frequency is also the use of tactics to appeal to historical events without specifying the latter, for example: *"For centuries, from an old age and forever, our*

soul has been living on this Earth ... God's blessing to be the master of good fortune" (Greetings with the Nativity of Christ, V. Yushchenko, 2009). In this case, historical events are projected into the future, which is carried out through the communicative tactics of appeal to the future [5: 146].

The tactic of appeal to the future involves accentuating the unity of the people as a prerequisite for a better future, for example: *"I am confident that multiple prosperity is waiting for our country"* (Congratulations on the New Year, L. Kuchma, 2005); In the country there must be a culture of a caring owner who is not indifferent to what his house, entrance or street is. This is the owner of each of you (Greetings to the new year, V. Yushchenko, 2008). Political leaders emphasize not only the idea of consolidation of the people, but also the exclusive role of each addressee as well as the need for his or her contribution to the common cause [5: 147].

Conclusion. Consequently, the consolidation communicative strategies are the realization of the intention to unite the people into a single nation around its political leader. This intention presupposes a concrete implementation through communicative tactics of equality, appeal to history and appeal to the future.

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ADVANTAGES AND DISADVANTAGES OF MACHINE TRANSLATION SYSTEMS

Introduction: The translation is the communication of the meaning of a source-language text by means of an equivalent target-language text [6: 1051-54].

Machine translation (hereinafter MT) is a technology of automated translation of texts from one language to another with the help of computer. It is also the field of the research which is related to the structure of automated translation systems.

Review of recent publications. Considering the problem of machine translation, a number of linguists and programmers have tried to develop the ultimate way to make a machine translation more accurate.

Objective of the paper. This paper aims to specify what machine translation is, its pros and cons and the way of machine translation development in Ukraine.

Results of the research. Today, translation software programs are able to make meaningful phrases, and the quality of translation has improved over the past few years. However, the translation software programs still poorly understand some grammar nuances and slang, so their main purpose is translation of business papers, manuals, e-mails, Internet pages (Webpages).

It is known that MT can be used to translate both oral and written texts from one language to another using special translation software programs.