

ТЮРКСЬКІ МОВИ

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CONVEYING THE ROLE OF PRECEDENT PHENOMENA IN TURKISH MASS MEDIA NEWS ON UKRAINE'S PEACE FORMULA AND VICTORY PLAN

This study analyses the influence and specifics of translation of precedent phenomena in Turkish media coverage of Ukraine's Peace Formula and Victory Plan. Precedent phenomena, which include culturally significant expressions, names and situations are crucial in terms of shaping national identity and influencing public opinion. The study highlights the challenges of phenomena translation from Ukrainian to Turkish that may not have the expected effect on the target audience without proper contextualization. The authors used the following methods to analyze Turkish-language coverage of Ukraine's Peace Formula and Victory Plan's discourse: continuous sampling, definition analysis and semiotics analysis. Data were drawn from high-circulation news outlets, including international and Turkish national media, ensuring a broad prospective. Precedent phenomena are culturally significant references in political discourse that are crucial in conveying national identity and collective experience. The basic functions of precedent phenomena in specific contexts were one of the central focuses of our study. Precedent phenomena perform axiological, nominative-informative and pragmatic-persuasive functions in political discourse. Analyzed examples demonstrate how precedent phenomena convey sociocultural values, evoke emotional responses and serve as tools for political persuasion. The results reveal the difficulty of maintaining connotative and axiological meaning in translation, while preserving the integrity of the original message which is vital for the correct perception of phenomena. The research findings are relevant to scholars of translation studies, political linguistics and international communication. The research results contribute to further discussions on the translation of precedent phenomena in political discourse.

Key words: *precedent phenomena, concept translation, conceptualization of national consciousness, markers of political and public discourse, cultural background, functions of precedent phenomena, intertextuality.*

Statement of the problem. The question of Ukraine Peace formula and Victory plan are on the top of Agenda in the whole world. Therefore, the ways of key concepts' translation into different languages play more than important role in the way representatives of different nations percept it. Thus, preventing discrepancy of key concepts used in media, political communication and different social platforms becomes more significant. One of the main political discourse's features is emergency of new vocabulary including terminological apparatus, concepts, speech phenomena etc. Translation plays a significant role in enriching political lexicon regarding situations and affairs of other countries.

Task statement. Our research aims to analyze new concepts translated into Turkish language and to define how different methods used in translation-effect the image of Ukraine in the world. Continuous sampling, definition analysis and semiotics analysis were the main methods we used to accomplish our research task. Our main task was to analyze the ways of phenomena translation in political discourse from Ukrainian to Turkish and their influence on image of the country. The study was based on Turkish-language media materials containing the precedent phenomena of Ukraine's Peace Formula and Victory Plan, chosen using a continuous sampling method from news with

high circulation translated from Ukrainian into Turkish. To prevent one-vector perspective of research results we have chosen articles published by either international or national media groups (BBC, VOA, CNN Turk, Euronews, Deutsche Welle, Independent Turk, Anadolu Ajansi, NTV, Sedat, Ege Telegraf, Ajan bizim, GZT, Samanyolu Haber TV, Defence Turk, TR Haber, Haber 7, Milliyet, Media Scope TV, En Son Haber, Finans Gündemi). We used semiotics analyses method to interpret the process of phenomena encoding and description analysis to describe and define the specifics of such lexemes.

Analysis of recent research and publications.

Linguists have been actively focusing on such lexemes since the 1980s, as a result of the increase in the number of studies in cognitive linguistics. In Ukraine speech phenomena have been the objects of study of such scientists as L. Dyadechko, R. Chornovoltkachenko, O. Selivanova, Velykoroda etc., in modern Ukrainian Turkology I. Pokrovska, and O. Pyshnoha.

In our research as the theoretical background, we took O. Selivanova's definition of such lexemes: a precedent phenomenon is a knowledge component that is widely known by certain ethno cultural community representatives, relevant, and utilized in cognitive and communicative terms [6, p. 492–493]. Linguists traditionally categorize four thematic groups of precedent phenomena: precedent situations, precedent names, precedent expressions, and precedent texts. M. Myhalko summarizes that Scholars single out the following types of precedent phenomena: self-precedent, socio-precedent, national-precedent and universal-precedent [2, p. 102]. Precedent phenomena, being cultural signs, connect various historical eras, styles, and diverse, specialized texts for the Turkish ethnic group [4, p. 61]. So, we can say that precedent phenomena play the key role in formation and conceptualization of national consciousness and influences the way a country or a nation is represented on the international level.

Political processes or phenomenon create a denotation that later turns into a linguistic cognitive phenomenon. Precedent-related phenomena are meant to be immediately recognizable by an average speaker without any significant cognitive efforts [12, p. 34]. As V. Mykhaylenko says, it connects the episode described with the past event and adds a pragmatic component to the lexical meaning of the precedent name [3, p. 69]. As a rule, political events have both a positive and a negative assessment expanding its gradation and it leads to wider use of a corresponding phenomenon in political discourse.

In course of phenomena formation, the relevant concepts are included in cognitive base that results in

final formation of precedent phenomena. As O. Pyshnoha says, the emergence of the same associations, mental images of communicants-representatives of the same culture is being observed, and fiction, for its part, becomes the main source of precedent names [5, p. 186]. In our opinion such process can vary in different discourses.

Y. Velykoroda argues that based on the level of precedence, phenomena are divided into communally-precedent (known to and used by some social community, e.g., generational, professional, confessional), nationally-precedent (known to and used by national lingual-cultural communities) and universally precedent-related phenomena (known and applied globally) [12, p. 34]. Universal precedent phenomena are known to any modern educated person and are a part of the common cognitive space of humanity [10, p. 99]. G. Tuklieva also agrees with this characteristic describing universal precedent phenomena as «very widespread», adding that such phenomena are part of the «universal» cognitive base [11, p. 24]. In target language an equivalent shall have such functions as modeling, euphemism, and pragmatics in different texts therefore it is to be chosen accurately. So, improving the quality of political discourse texts translation includes overcoming the challenges of translating communally and nationally-precedent-related phenomena.

Outline of the main material of the study. The function of precedent phenomena is significant in discourse, as it allows them to effectively convey information, reflecting national and cultural values. As Korolyov I. and Domylivska L. say, in national communicative behavior in universal communicative spheres and situations, representatives of each lingua-culture usually use certain semiotic regulators – stereotypical schemes of speech actions, ideas, ready thoughts, schemes of explanations of phenomena and events, even though usually they don't note this [8, p. 361]. The influence of using a certain precedent phenomenon is difficult to determine unambiguously. Furthermore, each of these phenomena functions as a linguistic and cultural code representing the cognitive basis of collective consciousness referring to both logical argumentation and spiritual and emotional content. Politicians use various precedent phenomena, some of which have a more significant influence on logical thinking (such as historical, political, and literary ones). Considering aspects like the communication situation, speaker, listener, and context is crucial. Precedent-related phenomena unlike most other types of intertextual references are capable of forming more powerful images due to their ability

to invoke additional characteristics, which are attributed to them culturally [12, p. 45]. We emphasize that precedent phenomena have significant suggestive and perceptual potential speakers use to achieve their primary communicative purpose.

Speaker's purpose determines the functions of such phenomena in speech, and most of them perform multiple functions. Additional functions may be added to the same unit within the same context. In our research we took categorization proposed by T. Solovyova who defines that precedent phenomena can perform various functions such as nominate-informative, axiological, password-identification, euphemistic-game, expressive-decorative, pragmatic-persuasive (in the narrow sense), and modeling [7, p. 154].

Precedential phenomena are able to identify different people and events because of their nominative-informative function. They help to save language resources by preserving or even expanding the axiological component that combines nominative and informative functions: Görüşmelerden bahsediyorlar ama Ukrayna'nın işgal altındaki topraklarında *sözde referandumlar* yapıyorlar. (They talk about the talks but announce *pseudo referendums*). As we see, such phenomena can contain a lot of socio-cultural information in a relatively compact format. Namely, as the example shows us as two lexemes give the recipient either historical background or juridical position of Ukraine.

Political discourse's main functions including informative, orientative, and social differentiative are realized through the nominative and informative potential of such phenomena: Açık ki Rusya'nın sözlerine güvenilemez ve ihlal edeceği bir «Minsk-3» artık olmayacak. (Apparently, one cannot trust Russia's words, and there will be no **Minsk-3**, which Russia would violate immediately after signing). As we see, in political discourse, they serve as denotators-names of concepts or objects and denotators with extra connotative meaning by referring to well-known symbols that trigger emotional reactions from the audience. Well known used in political discourse lexeme «**Minsk**» is used with informative function, giving either background information and negative emotional contest. All types of precedent phenomena are capable of being used with both connotative and nominative function.

In our research we have analysed three groups of precedent phenomenon:

– *precedent expressions*: Şu anda bazı Avrupalılar bu dayanışmayı baltalıyor ve politik tiyatro oluşturarak **tohum dan bir gerilim filmi** çıkarıyor. (And it is alarming to see how some in Europe, some of our friends in Europe, play out solidarity in a politi-

cal theater – **making a thriller from the grain**). This example shows that expression was used to cause emotional reaction for recipients.

– *precedent situations*: Putin, Ukrayna halkına daha fazla eziyet etmeyi planlıyor (This is how Putin is preparing for winter – **hoping to torment millions, millions of Ukrainians...**). Phenomena were used to describe the situation Ukrainians may face due to decisions of Russian government.

– *precedent names*: Rusya'nın Ukrayna'ya karşı savaşı, **Bariş Zirvesi'nde** ve uluslararası hukuk temelinde sona ererse diğer potansiyel saldırganları savaş başlatmamaya ikna edecektir. (If Russia's war against Ukraine ends at a **Peace Summit** and on the basis of international law, it will deter other potential aggressors from starting other wars). Bu, Rusya'nın zaten iyi bildiği **bir suç ve ceza** formülüdür. (This is the formula of **crime and punishment**, which is already well known to Russia); As we see, denotators-names well known not only in Ukraine helps to describe objects with extra connotative meaning by referring to well-known from classic literature symbols.

Axiological or evaluative function is one of the most powerful functions of precedent phenomena as each one carries sociocultural values, serving as a reference point for both positive characteristics and anti-values. When a precedent phenomenon is used into a specific context, the encoded information is activated, which enables the recipient to compare or contrast the situation or image with the precedent phenomenon: Yarın Avrupa Konseyi toplantısında **Zafer Planını** sunacağım. Ancak bugün bunu sizlere sunmak benim için çok önemliydi (Tomorrow, I will present the **Victory Plan** at a meeting of the European Council. Publicly. But it was very important for me to present it to all of you today). Zirvede bulunan liderlere seslenen Zelenskiy, **G 20'yi bir kaç kez «G19»** olarak adlandırdı ve Rusya'nın bundan «dışlanması gerektiğini» ima etti. (Zelensky snubs Russia as he addresses «G19» at G20). Precedent names are determined to be used for realizing the axiological function. For example, well known And as we see translation of such lexemes without variation plays very important role as new nominatives have to attain strong associations with present or future political issues.

In political discourse the function of characterization of precedent phenomena is realized through metaphor: «Ertelenmiş bir savaşı kabul edemeyiz, çünkü bizim için şu andan **daha sıcak** olacak». (We cannot agree to a delayed war. Because it will be even **hotter than** the war now). As we see, it helps to emphasize some features and to pay more attention of the audience on key points of speech.

The password-identification function of a precedent phenomenon is based on its internal cognitive nature: such lexemes or phrases serve as a cultural code perceivable only for representatives of a certain society. When both parties are members of the same social group (nation, religion, class, etc.), mutual understanding becomes much easier. Although, precedent phenomena allow an addressee to determine «domestic» and «foreign», and this function is more clearly expressed in national or social communication they may refer to universal concepts: «Ukrayna, Karadeniz'de **geçici ihracat koridoru açtı**. Şu anda bazı Avrupalılar bu dayanışmayı baltalıyor ve politik tiyatro oluşturarak **tohumdan bir gerilim filmi çıkarıyor**» (And we are working hard to preserve the land routes for grain exports. And it is alarming to see how some in Europe, some of our friends in Europe, play out solidarity in a political theater – **making a thriller from the grain**). Here we also can observe the human-euphemistic function of precedent phenomena reflecting their ability to «embellish» reality and frighten the listener. Often the speaker avoids direct expression of opinions or assessments of certain situations, especially in political discourse. Thus, the euphemistic potential of these phenomena is used to mitigate the perception of unpopular decisions, complex processes or tragic events that allows delicately influencing the perception of the recipient.

The expressive-decorative function of precedent phenomena covers several subfunctions: expressive or emotional (expression of feelings), aesthetic (revitalization of speech), and attractive (attracting the attention of the listener). In political discourse, unlike fiction or media, the aestheticization of speech is focused on increasing the influence on a recipient. As Hurko O. argues, V. Zelenskyy focuses the addressee's attention and tries to show the uniqueness and importance of his ideas by using adjectives in the superlative form [1, p. 67]. Although this function is integral to political communication, it is rarely fundamental. Combined with the axiological function, the expressive-decorative potential of precedent phenomena allows speakers to vividly characterize opponents, allies, and certain situations: «İnsanlık ve onun uluslararası hukuku, tekbir terrorist devletten daha güçlüdür. Rusya bu savaşı bitirmek zorunda kalacak» (Mankind and the international law are stronger **than one terrorist state**. Russia will be forced to end this war. The war it has started). As we can see, President Zelenskyy aims to give the characteristics for aggressor.

The pragmatic-persuasive function of precedent phenomena is often considered to be limited to the

expression of the author's attitude to statement or the use of a phenomenon as an argument in support of an opinion. We can not single out a manipulative or percussive function as a separate one, since in political discourse all precedent phenomena are aimed at achieving the main goal which is influencing the addressee to obtain or maintain power: «Artık ortaklarımız için Ukrayna'ya yardım etmek, dünyadaki kurallara dayalı düzenin korunmasının sağlanması anlamına geliyor. Rusya'nın Ukrayna'ya karşı **savaşı, Barış Zirvesi'nde** ve uluslararası hukuk temelinde **sona ererse diğer potansiyel saldırganları savaş başlatmamaya ikna edecektir**». (Right now, for our partners, helping Ukraine means ensuring that a rules-based order is maintained in the world. If Russia's war against Ukraine **ends at a Peace Summit** and on the basis of international law, it will deter **other potential aggressors from starting other wars**).

The modeling or textual function of precedent phenomena are their ability to form a certain model of text, communicative situation or semantic system. This happens when several precedent phenomena are combined in speech, creating a holistic system. Although this function is most inherent in literary discourse, it is also present in political communication, where the modeling function obeys the goal of influencing a recipient. Such models can take the form of texts, myths or ideologies. In statements of the President of Ukraine, examples are metaphorical-precedent models associated with historical events: «Rusya tarafından kaçırıldığını bildiğimiz on binlerce çocuk var. Çocukları evlerine döndürmeye çalışıyoruz ama zaman geçiyor. Onlara ne olacak? Rusya'da çocuklara Ukrayna'dan nefret etmeleri öğretiliyor ve aileleriyle tüm bağları koparılıyor. Bu açıkça **bir soykırımdır**» (We know the names of tens of thousands of children and have evidence on hundreds of thousands of others kidnapped by Russia in the occupied territories of Ukraine and later deported. What will happen to them? Those children in Russia are taught to hate Ukraine, and all ties with their families are broken... **This is clearly a genocide**).

And the most important role in speeches of the President of Ukraine play new concepts that quickly became a new phenomenon in language: «Savaşın sona erdiğini açıkça ifade etmeliyiz. **Barış formula budur**» (And we need to make it clear – the war is over. This is the **Peace Formula**). We have found some different nominatives for this political phenomenon in Turkish media: «**Ukrayna'nın barış formülü/ barış planı/Zelenskyy formülü/Ukrayna'nın barış planı**». Another key concept Victory plan is translated as Zelenskiy'nin «zafer planı»/«Ukrayna'nın

Zafer Planı»): «Ukrayna'nın Zafer Planı devletimizi güçlendirmeye, konumumuzu güçlendirmeye yönelik bir plandır». (Ukraine's Victory Plan is a plan to strengthen our country, to strengthen our position). Such phenomena are aimed to become the markers of our national identity and reflect the collective experiences and values in political and public discourses. According to Spotar-Ayar H. and Perederii K., there are at least three phrases of «Glory to Ukraine» slogan translation that may cause to negative perception of it [10, p. 95]. Translation of such key concepts have to be done very carefully as variations require careful selection of words that capture not only the literal meaning but also the emotional and cultural tone appropriate to the target audience.

Conclusions. The translation of precedent phenomena plays a crucial role in shaping the image of a country, as these culturally embedded references carry implications that can be either positive or negative. However, translating these references can be challenging, particularly because they carry meanings and connotations that resonate strongly within the source culture but may be difficult for foreign audiences to understand without the appropriate background knowledge. This lack of familiarity on the part of the target audience requires additional explanation to clarify the context and preserve the intended impact of these references.

The main difficulty in translating precedent phenomena arises from the fact that political discourse quickly accumulates culturally specific connotations. These connections frequently become deeply established within specific groups, ethnicities, or even whole countries, creating a common comprehension that may not easily be communicated across boundaries. For example, a term or expression used within one culture might invoke historical events, notable figures, or cultural symbols that carry weight for the local population but lack direct equivalents in other languages. Without proper contextualization, translations may fail to convey the intended message or, worse, risk misinterpretation by readers unfamiliar with these nuances.

Moreover, the meanings of words and phrases can vary in different languages due to diverse historical, social, and cultural backgrounds. A single lexeme may evoke positive sentiments in one language but be perceived as neutral or even negative in another, complicating the translator's task. Translators must therefore balance linguistic accuracy with cultural sensitivity, employing explanatory strategies when necessary to bridge these interpretative gaps. Effectively translating past events requires linguistic expertise and cultural insight to maintain the original content's depth and clarity for a wide audience.

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Спотар-Аяр Г., Титов А. ВИЯВЛЕННЯ РОЛІ ПРЕЦЕДЕНТНИХ ФЕНОМЕНІВ У НОВИНАХ ТУРЕЦЬКИХ ЗМІ ПРО УКРАЇНСЬКУ МИРНУ ФОРМУЛУ ТА ПЛАН ПЕРЕМОГИ

У цьому дослідженні аналізується вплив та особливості передачі прецедентних явищ Формули миру та Плану перемоги України у висвітленні турецькими ЗМІ. Прецедентні явища, які включають культурно значущі вирази, імена та ситуації, відіграють значну роль з точки зору формування національної ідентичності та впливу на громадську думку. Стаття висвітлює проблеми підбору еквіваленту у процесі перекладу прецедентних феноменів з української на турецьку, які можуть не мати очікуваного ефекту на цільову аудиторію без належної контекстуалізації. З метою аналізу висвітлення «Формули миру» та «Плану перемоги» у турецькомовних ЗМІ у дослідженні було використано метод суцільної вибірки, аналіз дефініцій та семіотичний аналіз. Матеріали були отримані з популярних в Туреччині ЗМІ, у тому числі міжнародні та турецькі національні ЗМІ, що дозволяє говорити про всебічний аналіз практичного матеріалу. Як культурно значущі референції в політичному дискурсі, прецедентні феномени відіграють велику роль не тільки з огляду формування національної ідентичності, а й значною мірою впливають на сприйняття іміджу нашої країни іноземцями. Для реалізації мети нашого дослідження ми сфокусували свою увагу на функціях, які вони виконують у конкретних контекстах: аксіологічній, номінативно-інформативній та прагматично-персуазивній. Проаналізовані приклади демонструють, як прецедентні феномени передають соціокультурні цінності, викликають емоційну реакцію та служать інструментами політичного переконання. У ході дослідження встановлено, що такі лексеми потребують особливої уваги в перекладі: виникає складність збереження конотативного та аксіологічного значення для відтворення цілісності вихідного повідомлення, що є суттєвим для правильного сприйняття того чи іншого феномену. Результати дослідження є актуальними для вчених-перекладачів та практикуючих перекладачів, досліджень політичного дискурсу та міжнародної комунікації. Перспективи подальших досліджень полягають у фокусі уваги для підбору влучного еквівалента, аналізу механізму впровадження у вжиток прецедентних феноменів, що виникають у зв'язку з швидкою зміною політичної ситуації.

Ключові слова: прецедентний феномен, переклад концепту, концептуалізація національної свідомості, маркери політичного і публічного дискурсу, культурний бекграунд, функції прецедентних феноменів, інтертекстуальність.