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**WAYS OF ADEQUATE TRANSMISSION OF PUBLIC SPEECH IN INTERPRETING**

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Nowadays indispensable component of human’s “informational life” becomes politization, specifically public speaking. Public speaking is the special form of speech activity which addressed to certain audience. Public speaking pronounces with purpose of informing listeners as well as influence in certain forms such as persuasion, infusion, inspiration, and appeal to action. By its nature it represents as monologue speech which counts to passive perception, not assuming a verbal response.

Public speaking engages more and more attention of researchers in the field of linguistics and translation studies, in particular with reference of rendering peculiarities into other languages. The leaders of great powers and political figures performing in public pronounces speech concerning to his goal to have certain impact on listeners, draw attention to the problem or call public resonance. To gain desired effect the texts of public speaking have distinct structure which includes variable stylistic methods, syntactic constructions and highly specialized lexis in the theme of orator’s speech.

Translator or interpreter in political sphere is not simple transmitter of information because he or she is the carrier of unique world model, definite language competence and political viewpoints.

The spheres of political speech application are diversified. In the relation of this it is distinguished several varieties: 1. Parliamentary speech. 2. Party congress and meetings. 3. Election campaign. 4. Public protest, demonstration (street democracy). 5. International meetings and forum.

As for translation, the translation of public speech can cause a lot of problems associated with several factors, one of which is that public speech is considered a certain genre of text, that has specific properties inherent in other texts. Another factor that makes it difficult to translate public speech is that political language is closely related to socio-political aspects.

At the work of public speaking we face with several *difficulties,* such as:

1. *Interpreting emotional-expressive words.* Expressive words mean emphatic-figurative speech qualities, which distinguishes it from simple, stylistic neutral speech and make speech aids as imaginative, bright and emotionally-colored.
2. *Interpreting phraseological units.* Phraseological units are difficult to transmit because they contain not only meaning and appearance, but also object and phenomenon assessment.
3. *Translating realia.* Realia are words which name objects characterized to one nation’s way of life and strange to another.

Despite of these transmitting difficulties we should keep appropriateness and equivalence in our interpretation. *Adequate translation* of any text implies correct delivering with means of another language not only actual and highly informative content of the text, but also its communicative and functional direction. *Adequate translation* of public speaking involves rendering emotional content which characterized application of conversation vocabulary. These methods can be considered as ways to reach adequacy in oral translation:

- grammatical transformations;

- communicative equivalence;

- pragmatic adaptation. In order to gain adequacy in oral translation interpreter should ensure pragmatic tasks of translation act to maximal opportunity of equivalence level and not permitting breaking norms of target language.