

## PHILOLOGY

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### **Ways of transferring putinisms on the material of the official translation of kremlin.ru.**

The main ways of transmitting Putinisms based on the material of the official translation are considered kremlin.ru as well as means of speech expressiveness, which make it possible to give the politician's speech imagery, brightness and expressiveness. It was found that when translating Putinisms, translators often resort to narrowing the context. It is concluded that the use of translation transformations is very frequent and successful: neutralization, explication, selection of phraseological equivalent and calculus.

**Key words:** political discourse, Putinism, translation, text, communication, speech impact.

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