

"It is an election we have to win because our country is a complete mess and it is our patriotic duty to turn it around and give it a better future" [5].

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our country,
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(we have to win).
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(our patriotic duty, a better future),
(our country is a complete mess) – ,
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David Cameron changed his campaign plans yesterday to warn that Nick Clegg would mire the country in the “old politics” of a hung Parliament. Mr. Cameron tried to seize back the mantle of change from his Liberal Democrat counterpart, insisting that only the Tories could “blow apart the old way of doing things” [11].

“The Times”,

*: (counterpart, Liberal
Democrat), (hung Parliament, blow apart, mire),
(to seize back the mantle) –*

would mire the country; a hung Parliament (a hung one); to seize back the mantle of change; only the Tories could “blow apart the old way of doing things”),

[12].

(changed – , would mire –),

(,), (Nick Clegg – –)

, (changed his campaign plans –
, would mire – ; only the Tories could “blow apart the
old way of doing things” –

Clegg would mire the country in the “old politics”, , , ——————

[3].

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This latest foray “*Outside*” (Alaskan slang for the rest of the country) culminates a week in which she achieved a typical run of multimedia ubiquity [13]

Last year the Conservative leader had to intervene directly to prevent the deselection of Elizabeth Truss by Norfolk Tories — known as the “Turnip Tale Ban” — outraged that she should have had an affair with a married MP [11].

«The Times» *Turnip Tale Ban*,
 : *Turnip – a large round pale yellow vegetable;*
Tale – someone in authority who tells about something wrong that someone else has done;
Ban – public announcement [14]).

SYSTEM BUILDING CHARACTERISTICS OF THE PRE ELECTION CAMPAIGN DISCOURSE WITHIN TRANSLATION ASPECT

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The article investigates strategic characteristics of pre election campaign discourse, analyses variants of their verbalization at formal-semiotic and cognitive-interpreting levels in English, Russian and Ukrainian, explains the necessity of interpreter's work at the sense level of the word while work with the text of pre election campaign.

Key words: pre election campaign discourse, formal-semiotic, cognitive-interpreting, esotericism, emotive, sense, meaning.

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