

[10].

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”,

Democrat), (counterpart, Liberal
(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 –

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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