

Title of paper : Translation characteristics in Hebrew: social and political spheres

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Abstract

This research deals with the development of political diction, and ways to use it to get to USA. «The United States - writes sociologist and expert on media G. Schiller, in his book Manipulators of mind – is quite accurately described as a society, where manipulation is one of the most important management tool in the hands of a small ruling group»

In modern Israel, the impact of policies through the media, public speaking and politicians in society is also very significant. Even the first Prime Minister of Israel David Ben-Gurion (1886-1973) pragmatically believed that «stamps and slogans are purposeful and they help visually in explaining abstract concepts to people» (2., 222). In his everyday speech he always sounded like using clichés. For example, he used the phrase «three true Zionist» to refer to (a set of names that could vary in accordance with the political conjuncture of the moment), «two of the principle of security» (as defined depending on the geopolitical situation in the Middle East), «two characters of modern man «(according to Ben-Gurion - driving and typing on machine), etc. (ibid.). This research also highlights the psycho-verbal suggestion as a means of ensuring core ideological system, the basis of verbal suggestions put in a purposeful way the process of emotional semantic aberration of words, which aims to subject the recipient or an entire audience of a certain idea to think concretely and of the concept of political ideology. We recapitulate on our existing experience of more than fifteen years of monitoring the printed language.