

**Discourse analysis on the originals and  
translations of speeches  
by the President of Korea, Lee Myung-bak**

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**ABSTRACT**

This article investigates translation changes in the English translation of Korean presidential speeches, especially the New Year's addresses made during the course of presidency since 2008 by President Lee Myung-bak. It illustrates internal changes found in the original speeches during the course of presidency in order to discover how internal changes affect the translation corpus such as the use of pronouns and frequent words. It shows that methodology of Corpus-Assisted Discourse Studies can be used effectively to reveal changes both in the originals and in the translations in combination of a quantitative with a qualitative analysis. It is found that changes are identified at various levels: omissions, additions, and lexical changes at word level, tense and modal changes at phrase level, and theme-rheme changes at clausal level. In addition, apparent agency by means of the first person pronouns is identified in the translation.

**KEYWORDS**

corpus, Lee Myung-bak, translation, political discourse, presidential speech

## 1. Introduction: Political speech and translation

A number of studies on political speeches have largely been undertaken in various disciplines such as politics, cultural studies, media studies, and discourse studies and have often been performed in multidisciplinary ways. Although each discipline has its own research foci, commonly addressed are the phenomena of language usage and their impact on a society. In translation studies, the political speech has also been focal, as it is often translated into another language (Schäffner 1997, 2008). However, as Schäffner (2012: 121) points out, research on political texts in modern translation studies is still in its infancy, because “the translational practices in the fields of politics have not yet been sufficiently investigated.”

In the analysis of political speeches, or political discourse in general, it is argued that a particular attention should be drawn to the context of society (Schäffner 1997: 119). The societal context is melted into the speech and the textual product of speech contains a high degree of intertextuality, by which a broader political discourse can be construed (Bax 2011). Political speeches made by politicians are highly culture-bound and contain unique language specific devices to appeal to the citizens, in a wide range of areas such as economic, political and legal aspects (Trosborg 1997). These aspects are of equal relevance when the speeches are translated into another language and that is why the translations give an impression of having been filtered through cultural and linguistic processes.

Translation of political speeches, first of all, is a type of interlingual and cross-cultural communication. It is generally assumed that the source text (ST) performs a particular function, at a certain time, at a certain place, for the source language (SL) audience,

in a certain cultural context and thus intertextuality derived from specific choices is inevitably related to a certain ST cultural context. However, when such a text is translated into another language, the audience, the time, the place and the cultural context will be changed and sometimes its function is also altered. Moreover, the subject knowledge, text-structure conventions or preference for specific syntactic structures, lexical choices, and rhetoric of the target text (TT) may not be the same as that of the ST. Here, a translator may intervene. At the same time, the institutional translation norms can affect the final products of translation.

Against this backdrop, the purpose of this study is to identify frequent changes found in the English translation of Korean presidential speeches, especially the New Year's addresses made during the course of the presidency since 2008. The reason why I chose these speeches is because the originals are delivered regularly and their translations are mostly published. In addition, as the New Year's speeches are highly culture-bound, the degree of changes made in the translations may be extensive.

The New Year's speeches are composed of two different types of addresses. One is a short greeting message on the New Year, so its function is to greet the citizens with a wish to have a happy new year and to encourage them. The other is on the national policies for the coming year, so its main function is to inform the citizens about national policies and persuade them to agree with these. Although both of these speeches essentially involve giving encouragement to the citizens for the sake of a better New Year and the vocative function plays a key role in appealing the audience, their differences in functions may affect the extent of changes in the translations. Whereas the greeting addresses are mostly about general greeting messages to the citizens, the National Policy addresses contain

lengthy information about new policies, rationales and so forth and thus may involve more changes in terms of logical structure and lexical choices. In the translations, as an audience is changed, the general international audience including the US/UK, “in the new target language community, at a different time and place” (Schäffner 1997: 120), these highly culture-bound speeches may contain drastic changes. I will discuss not only what has been done to the translations but also why these choices are made, which is frequently suggested as a pivotal research direction in a number of political discourse studies (Schäffner 1997, Bax 2011).

The main aim of this study is to describe the transformation of Korean presidential speeches during the course of the presidency and to develop an awareness of some changes found in the translation. It is not intended, however, to inform or prescribe what should be done in the translation.

## 2. The presidential speech in Korea and that of Lee Myung-bak

Since the 1945 independence from the Japanese colonisation, eleven presidents have been in post. Particularly from the late 1980s, with the recognition of a mature democracy and with the initiation of direct election of the president by the citizens, the importance of cross-communication and interaction with the citizens has been magnified, and this need has been satisfied with the fast development of mass media. Unlike the presidencies before the late 1980s, when the entire mass media was completely controlled by the government, the beginning of the 1990s can be characterised by its providing more

freedom in public speaking and the mass media.

Given the active role of the press, the governments also started to appeal more often to the general public with their policies and justifications of them by means of speeches broadcast by radio and television. Indeed, the presidential speeches have become one of the government's pivotal resources for communicating with the citizens, seeking agreements to policies and actions and thus justifying them. In order to make this possible, a great deal of effort has been devoted to the exploitation of rhetorical devices. On one hand, rhetorical usage contributes to the characteristics of individual presidents' speeches. On the other hand, this inevitably reflects the president's personality or idiolect (Jang 2010) as well as his point of view on the given political situation (Ku 1998).

The speech style of the former president of Korea, Lee Myung-bak, is clearly distinguished from the presidents in the last ten years, in that the regime changed from the Democratic party to the Conservative party and that he emphasised advancement and practicalism. Here, advancement means that "*the development and progress of culture is prioritised (translated by the author)*", following the definition of Jang (2010: 46). It is commonly said that countries with advancement are the developed countries, although the standard of the developed countries is quite vague. Given that the president was the former CEO (Chief Executive Officer) of Hyundai Group before he entered politics, it is probable that he was seen as an economically astute president who came into politics from the real world of industry and business, and this was actively utilised during the presidential campaign as well as during the course of his presidency. From the beginning of his presidency, he showed a distinctive way of executing administrative moves, such as shortening the administrative procedures, getting up earlier than five o'clock in the morning,

making coffee himself and so on. This is often regarded as a CEO style of presidency and a symbol of practicalism (Jang 2010).

The advancements and the pragmatism form the basis of his policies and thus pervade his speeches. According to Jang (2010), the characteristics of Lee's speeches include emphases on constitutionalism, achievements, which he calls "*a CEO style of rhetoric*" (op. cit.: 92, *translated by the author*), the ability to recover economically and leading by example. The overriding themes are the people's ability to break through difficulties and the president's ability to initiate action.

### 3. Data and methodology

#### 3.1. Data

Against the background of this basic description of President Lee Myung-bak's speeches, the requirements of the data for this study are two: For the analysis of internal changes in the originals, the regularity of speech type is of importance. Thus, an annually delivered speech type should be chosen. Secondly, given the aim of finding changes in translations, the accessibility to the translations by the general public should be prioritised. In light of all this, the New Year's address speeches on national policies and greetings have been chosen, because those speeches have been released regularly during the time of the presidency, and it is possible to get access to the translations. Moreover, their main functions are to encourage the citizens of South Korea and to address new hopeful policies. Thus, they are distinct from other kinds of speeches such as celebrations and commemorations. The uniqueness of those speeches is also supported by the fact that the Presidential Archives website

(<http://www.pa.go.kr>) categorises the New Year's speeches as a distinctive type called “신년사 (the New Year's Address)”. The list is as follows in Table 1.

Table 1 The list of New Year's addresses

Year	Greeting ST	Greeting TT	National Policy ST	National Policy TT
2009	2009 President New Year Greeting (2009년 대통령 신년인사)	X	2009 New Year National Policy Speech (2009년 신년 국정 연설)	New Year Policy Address to the Nation by President Lee Myung-bak
2010	2010 President New Year Address (2010년 대통령 신년사)	The President New Year Message to the Nation	2010 New Year National Policy Speech (2010년 신년 국정 연설)	New Year Address to the Nation by The President
2011	2011 New Year Address (2011년 신년사)	President Lee Myung-bak delivered the following New Year's Message to the Nation this morning.	2011 New Year Speech (2011년 신년 연설)	Toward an Advanced, Leading Country
2012	2012 New Year Address (2012년 신년사)	X	2012 New Year National Policy Speech (2012년 신년 국정 연설)	New Year's Address on National Policy by President Lee Myung-bak-Beyond Crisis Toward Hope

There are two types of New Year's addresses as seen from table 1: one is mainly on greetings for a happy new year and relatively short and the other is on the national policies for the coming year. The translations of the 2009 and 2012 New Year's greetings are not on the list mainly because of lack of data available from the government website. The original speech transcripts are available via [http://www.president.go.kr/kr/president/speech/speech\\_list.php](http://www.president.go.kr/kr/president/speech/speech_list.php) (last accessed Oct. 17th, 2012) or <http://www.pa.go.kr> and their translations via [http://english.president.go.kr/pre\\_activity/speeches/](http://english.president.go.kr/pre_activity/speeches/)

speeches\_list.php (last accessed Oct. 17th, 2012). All the data amount to 30,000 running words, or tokens.

### 3.2. Methodology

To manage a large quantity of data more efficiently, the methodology of Corpus-Assisted Discourse Studies (CADS) is adopted. As Clark (2007: 124) notes, CADS combines a quantitative with a qualitative analysis. By utilizing CADS, the researcher can make the best use of quantitative results and data, which is typical of Corpus Linguistics, as well as the more detailed qualitative analysis typical of Discourse Studies.

A quantitative analysis, based on a personally compiled corpus (a parallel corpus of the Korean president's speeches and their translations into English) and the Wordsmith Tools 6 concordancing programme, is used to examine the changes in speeches made during the course of the presidency and the relationships between the speeches and translations of them into English. At the same time, in order to provide a close analysis of the quantitative data, a qualitative approach is adopted.

The stages of compiling a parallel corpus of the Korean president's speeches using Microsoft Excel 2007 are as follows. First, it is necessary to pre-process to make raw data readable at sentence level in Excel, which is possible by pressing the enter key right after one sentence ends. This is the pre-step for aligning ST and TT. In addition, as Excel only reads the text by the enter unit, signalling a paragraph boundary is required to preserve the original text structure. In this corpus, '// is used to mark a paragraph unit. The second step is to align ST with TT. A sentence unit of ST is a vantage point. If the original Korean sentence is translated into more than two

sentences, it is necessary to insert a cell into ST and merge the cells into one to align TT according to the ST line. In this way, the number of sentences in both ST and TT can be automatically counted after the whole process.

#### 4. Internal changes during the course of the presidency

##### 4.1. Frequency as a point of departure in the New Year's greetings and National Policies

As an initial step, it may be an entry point to simply look at frequencies of key lexemes by year. The frequency itself does not tell a full story but can offer a hint about what kinds of lexemes are used in the two different types of New Year's speeches and whether any differences are found by year.

In the case of New Year's greetings, it is found that the words frequently used by year are varied as shown in the following Table 2.

Table 2 Top twenty words in the New Year's greetings by year

N	2009			2010			2011			2012		
	Word	Freq.	%	Word	Freq.	%	Word	Freq.	%	Word	Freq.	%
1	#	4	3.007519	#	8	6.153846	#	8	5.797101	#	4	2.409639
2	이	4	3.007519	우리	4	3.076923	국민	3	2.173913	힘을	4	2.409639
3	많이	2	1.503759	국민	3	2.307692	여러분	3	2.173913	국민	3	1.807229
4	모두	2	1.503759	서로	3	2.307692	되었습니다	2	1.449275	새해	3	1.807229
5	새로운	2	1.503759	갈	2	1.538462	모두의	2	1.449275	한	3	1.807229
6	새해	2	1.503759	더	2	1.538462	새해	2	1.449275	다하겠습니다	2	1.204819
7	수	2	1.503759	새로운	2	1.538462	세계	2	1.449275	되기를	2	1.204819
8	우리	2	1.503759	선진	2	1.538462	우리	2	1.449275	모아	2	1.204819
9	위기를	2	1.503759	속에서	2	1.538462	우리는	2	1.449275	어려움이	2	1.204819
10	있다고	2	1.503759	여러분	2	1.538462	향해	2	1.449275	함께	2	1.204819
11	하는	2	1.503759	우리가	2	1.538462	EU	1	0.724638	합니다	2	1.204819
12	가는	1	0.75188	원조들	2	1.538462	FTA로	1	0.724638	해가	2	1.204819
13	가슴	1	0.75188	일류국가로	2	1.538462	OECD	1	0.724638	희망이	2	1.204819
14	가장	1	0.75188	한	2	1.538462	가운데	1	0.724638	가득한	1	0.60241
15	각오를	1	0.75188	해	2	1.538462	가장	1	0.724638	가운데에서도	1	0.60241
16	갈게	1	0.75188	가는	1	0.769231	가족이	1	0.724638	결의를	1	0.60241
17	거센	1	0.75188	가득한	1	0.769231	개최하여	1	0.724638	경우에도	1	0.60241
18	거친	1	0.75188	가정에	1	0.769231	경제도	1	0.724638	국립현충원	1	0.60241
19	건강하시고	1	0.75188	건강하시고	1	0.769231	경제성장을	1	0.724638	국무위원	1	0.60241
20	것이	1	0.75188	것은	1	0.769231	경제영토는	1	0.724638	그런	1	0.60241

The most frequently used words in 2009 is a demonstrative “이 (this)” the context of which is three repetitions of “this crisis” and one token of “this new morning”. The repetitive uses of demonstratives enhance the emphatic sense of the noun in question, mostly the crisis in this case. Here, the crisis refers to the economic crisis starting with the US subprime mortgage problems of 2007. Given the serious economic struggle at the time, the president may have felt a necessity to emphasise “the crisis” with an encouragement to get through the difficulty. However, in 2010 and 2011, “우리 (we)” or “국민 (citizens)” are most frequently used, both of which are commonly adopted when there is a need to encourage the citizens active participation in either physical or mental cooperation in the way the president wants. The direct address term “국민 여러분 (“my fellow citizens” in the published translation)”, thus plays a key role in emphasising the speaker’s sincerity about the restoration. In 2012, interestingly, the need to enlist people’s cooperation seems to reach a climax given the use of “힘 (force)” in four instances. Facing his last presidency and low rating (according to research by the East Asia Institute, his rating in the fourth quarter of 2011 was 29.7%, which amounts to nearly a 50% decline compared to his highest rating of 57.4% at the beginning of the presidency), he pleads desperately for people’s cooperation. Furthermore, the need for help is complemented by his strong intention as indicated in the usage of “다하겠습니다 (will do the best)”.

However, the key lexemes are more or less different in the National Policy addresses. In the National Policy addresses, generally either of the words “수” or “있습니다”, both of which, in combination, compose the English phrase “can VERB”, ranks highest in frequency. This means that the dominant rhetoric of the National Policy is encouragement and happiness that “we can do it” with an aim to successfully persuade the citizens of the appropriacy of the

government's new policies. Nonetheless, differences within four addresses exist as well. In Lee's early presidency, in 2009, the use of an apparent agent “저 (a polite form of ‘I’)” is clearly prominent and even the self-addressing term referring to himself, “이명박 (Lee Myung-bak)” is realised four times. The following table shows the top 20 words used in the National Policy addresses by year.

Table 3 Top twenty words in the National Policy addresses by year

N	2009			2010			2011			2012		
	Word	Freq.	%	Word	Freq.	%	Word	Freq.	%	Word	Freq.	%
1	#	43	1.994434	#	40	2.722941	#	48	2.566845	#	39	2.698962
2	것입니다	27	1.252319	합니다	30	2.042206	합니다	33	1.764706	있습니다	24	1.6609
3	수	22	1.020408	수	24	1.633765	수	28	1.497326	수	17	1.176471
4	있습니다	21	0.974026	있습니다	21	1.429544	것입니다	22	1.176471	우리	13	0.899654
5	우리	15	0.695733	것입니다	13	0.884956	있습니다	22	1.176471	것입니다	12	0.83045
6	국민	14	0.649351	우리의	13	0.884956	우리	15	0.802139	정부는	12	0.83045
7	이	14	0.649351	있는	11	0.748809	세계	12	0.641711	국민	9	0.622837
8	있는	13	0.602968	더	9	0.612662	우리의	12	0.641711	더	8	0.553633
9	할	13	0.602968	없습니다	8	0.544588	없습니다	11	0.588235	모든	8	0.553633
10	그	11	0.510204	위해	8	0.544588	우리는	11	0.588235	세계	8	0.553633
11	여러분	11	0.510204	있도록	8	0.544588	정부는	10	0.534759	여러분	8	0.553633
12	저는	11	0.510204	경제	7	0.476515	국민	9	0.481283	한	8	0.553633
13	정부는	11	0.510204	나라가	7	0.476515	위해	9	0.481283	일 자리를	7	0.484429
14	경제	10	0.463822	우리가	7	0.476515	경제	8	0.427807	함께	7	0.484429
15	일 자리를	10	0.463822	우리는	7	0.476515	삶의	8	0.427807	살	6	0.415225
16	한	10	0.463822	것이	6	0.408441	위한	8	0.427807	새로운	6	0.415225
17	함께	10	0.463822	도움을	6	0.408441	이를	8	0.427807	있는	6	0.415225
18	더	9	0.41744	될	6	0.408441	있는	8	0.427807	지난	6	0.415225
19	될	9	0.41744	세계	6	0.408441	함께	8	0.427807	많이	5	0.346021
20	것이	8	0.371058	한	6	0.408441	그	7	0.374332	우리는	5	0.346021

In the 2009 speech, the subject “저는 (I)”, referring to the president himself, is realised eleven times but it is not found in any other speeches. Rather, in the 2010 and 2011 speeches, the use of “우리는/우리가 (we)” as a subject and the related form of “우리 (our)” and “우리의 (our)” are relatively dominant compared to the former speech of 2009 and the last one of 2012. Moreover, the percentage of “we” related terms reaches its highest point in 2011. This may be because the nation in 2009 and 2010 had experienced serious national security challenges, and there was a greater need to seek the people's

active response to agree with the administration to break through the difficulties. However, it is interesting that in 2012, there are no uses of “저는 (I)” and fewer of “우리는/우리가 (we)”, while “정부는 (government)” is dominant as a subject. As the presidency reaches the end of its term, the president uses the rhetoric of “I will do…” or “we can do…” less, and the objective term “government” more, rather than signalling the agent as “I” himself, even though he is a part of that government. In addition, the president in 2012 no longer refers to his government as the “이명박 정부 (Lee Myung-bak government).”

#### 4.2. Lexical choices

A variety of nouns and adjectives with positive and optimistic connotations are generally found in the New Year's greetings such as ‘건강한 (healthy), ‘행복한 (happy), ‘밝은 (bright), ‘더 큰 (greater), ‘사랑 (love), ‘희망 (hope), ‘설렘 (thrill), ‘용기 (courage), ‘새 아침 (new morning), ‘성과 (achievement), ‘빛 (light) and so on. Also, expressions which represent a steadfast and strong view on what to do and how to do for the coming year are identified as follows: ‘믿음 (belief), ‘새로운 출발 (new start), ‘지혜 (wisdom), ‘각오 (resolve), ‘자신감 (confidence), ‘영원한 번영 (lasting prosperity), ‘미래로 뻗어나가다 (advance into the future), etc. This resolve is summarised using a traditional maxim (사자성어) which pinpoints the nucleus of the whole message.

In addition, negative expressions such as ‘위기 (crisis) and ‘어려움 (difficulty) are present in all the addresses. Nevertheless, it is crucial to note that the negative terms are used only to foreground the upcoming “opportunities”, which is a typical problem-solving discourse structure, or to emphasise that the nation had overcome the difficulties. For example, in the 2009 speech, juxtapositions of negative and positive expressions are found as follows:

우리는 과거 어렵고 힘든 때도 하나가 되어 이겨냈고 가장 힘들다고 하는 이 위기도 반드시 이겨낼 수 있다고 확신합니다. 거센 바람과 거친 파도를 헤쳐 이 위기를 기회로 만듭시다. 기회는 주어지는 것이 아니라 만들어 가는 것입니다. (the 2009 New Year's greeting address, the National Archive of Korea)

*We also overcame the difficult and hard time in the past by being one and I assure that we can definitely overcome this allegedly hardest crisis as well. Let's pass through fierce wind and wild waves and make this crisis an opportunity. The opportunity is not given but it is made by the individuals. (Translated by the author)*

Thus, the general rhetorical structure would be 'even in the face of crises last year, we created a new opportunity... or let's make this crisis a new opportunity as shown above.

Notwithstanding these general features, the extent to which positive and negative expressions are used changes as the presidency reaches the end of the term. In his early presidency, far more optimistic expressions are identified through the whole text than in other speeches in spite of the serious economic struggle at that time. In the 2009 New Year's greeting, the four repetitions of "새/새로운 (new)", excluding the uses of "새해 (New Year)", such as "새 날 (new day)", "새 아침 (new morning)", "새로운 출발 (new start)" and "새로운 각오 (new resolve)" and the extraordinary expression, "우리 용기와 희망을 노래합시다 (let's SING courage and hope)" are certainly supportive of Lee's confidence during the early presidency. However, in the last speech, in 2012, he no longer sings. Rather, he expresses his regret and consolation for his fellow citizens having undergone difficulties during the last year:

작년 한해 물가, 일자리 문제로 참으로 국민 여러분의 어려움이 많았습니다. 정말 안타깝고 진심으로 위로를 드립니다. (the 2012 New Year's greeting, the National Archive of Korea)

*During the last year, you had undergone lots of difficulties due to the increased consumer prices and less job opportunities. I am really sorry and console you from the heart. (Translated by the author)*

## 5. Changes in the translations

### 5.1. Titles

The titles of the originals are quite standardised in the noun phrase form, “year-(president)-new year s address” and “year-new year national policy speech” as seen in Table 1: “2010 년 (대통령) 신년사 (2010 (president) New Year s Address)” and “2009년 신년국정연설 (2009 New Year National Policy Speech)”, both of which give a formal and somewhat stiff impression. On the contrary, in the translations, the format is not fixed either in a noun phrase or a sentence. Sometimes the title is totally changed in the translation or a sub-title is added: “Toward an Advanced, Leading Country” in the 2011 National Policy address, and in the 2012 National Policy address, the sub-title “Beyond Crisis Toward Hope” is added.

### 5.2. Lexical choices, additions, and omissions

Some deviations from the original are found at the level of lexis. First, the translator regularly adopts a rewording strategy of using near-synonyms. It seems that he or she wants to avoid repetitions of the same word, which may be an English language convention. For instance, to address the citizens, the 2010 Greeting chooses the same expression “존경하는 국민 여러분 (respectable citizens)” twice but in the translation, they are rendered into “my fellow Koreans” and “my fellow citizens”. In addition, interestingly, all the adjectives before “citizens”,

whatever they are, are omitted in the translation and this changes the vocative rhetoric of the original. The expression “국민 여러분 (citizens)” is one of the key features in the genre of the Korean political speech and so this expression has been reproduced many times as a form of parody in a variety of TV comedy programs. Korean political speakers would not change this expression into ‘한국인 여러분 (Koreans), although the same expression, “국민 여러분”, is used several times. This is because the expression of “국민 여러분” has a resonance for the citizens. Once they hear the expression, they immediately recognise that a political figure is delivering a speech and he or she is seeking the citizens attention, as the same expression has been used for several decades. With regard to the omission of the adjectives, the sense of sincerity and respect that the president is required to show for his people is not realised in the translation. In particular, when he uses the adjective “사랑하는 (lovable)”, it evokes quite different sentiment towards the people than “존경하는 (respectable)”. The word ‘love in the Korean culture is more concerned with familiarity and informality and thus it is more linked to private relationships such as with family members, friends, or romantic partners. In light of all this cultural background, Lee strategically uses the expression ‘love, especially when he needs much more active consent and responses from the citizens in the face of serious economic and national security crises. This is clearly supported by his frequent use of ‘love related words (“사랑 (love)”, “나라사랑 (country love)”, “사랑하는 국민 여러분 (lovable citizens))” in the 2009 speech, when the country was struggling with the economic crisis and in the 2011 and 2012 speeches when the Republic was confronted with anxiety over national security.

Furthermore, additions and omissions by the translator are identified in the translations. It is clearly shown that the translator

added “even” and “successfully” to the text:

우리는 지난 해 위기 속에서 미래로 뻗어갈 새로운 기회를 만들어 냈습니다.  
(the 2010 New Year's greeting address, the National Archive of Korea)

*We in the crisis last year, created a new opportunity to advance into the future. (Translated by the author)*

**Even** in the face of crisis last year, we created a new opportunity to advance **successfully** into the future. (the 2010 New Year's greeting address, the National Archive of Korea)

This contributes to the effect that the tone of voice in translation puts a strong emphasis on the previous year's achievements.

Omitting or deleting information is also found in the translations, though not very often. This can be explained with the reference to the genre of institutional translation of presidential speeches. The translator of presidential speeches will have less freedom than other translators working in different genres, at least in the case of omitting content, because the product presumably will pass through a series of stages of censorship or editing. One of the few cases of omission is as follows. In bold is the deleted sentence in the translation.

국민 여러분의 살림살이에서 걱정스러운 일이 무엇이겠습니까? 가계 대출 이자와 교육비 부담, 그리고 갑자기 직장을 잃지나 않을까 하는 걱정이라는 것을 저는 잘 알고 있습니다. (the 2009 National Policy address, the National Archive of Korea)

***About what kinds of things (you) are worried in your household? I am well aware that interest rates on household loans and education expenses as well as unexpected unemployment are worrisome. (Translated by the author)***

I am well aware that soaring interest rates on household loans and education expenses as well as concern for unexpected unemployment constitute the most worrisome factors for families. (the 2009 National Policy address, the National Archive of Korea)

The first sentence in the original is omitted, and the superlative expression, ‘the most worrisome’, substitutes the meaning of the deleted sentence in the translation.

### 5.3. Tense and modality changes

In the translations, changes of tense and modality are identified. The following example represents a change of tense in the English translation.

세계 무역 규모가 축소되고 있고, 미국과 유럽, 일본이 모두 마이너스 성장에 들어선 것은 2차 대전 이후 처음 있는 일입니다. (the 2009 National Policy address, the National Archive of Korea)

*The size of global trade is being shrunk and that the United States, Europe and Japan all entered negative economic growth is the first since the Second World War. (Translated by the author)*

The size of global trade has shrunk, and the United States, Europe and Japan all expect to post negative economic growth simultaneously, which is unprecedented since the end of the Second World War. (the 2009 National Policy address, the National Archive of Korea)

In this case, the translator is presenting negative growth as something to be reported in the future. Although in ST, the occasion is realised as a fact by means of ‘-ㄴ’ morpheme, which indicates the event happened in the past and thus signals the fact, the translator changes this tense into the future by using a lexis “expect”, which

premises the future event.

There are cases in which factual or deontic modality is changed in the translations.

과거의 세계국가가 군사력을 바탕으로 했다면, 지금은 FTA를 바탕으로 ‘세계 경제 영토를 넓혀가야 합니다. (the 2011 National Policy address, the National Archive of Korea)

*If nations in the past were based on military power, now they have to expand their ‘world economic territory’ based on FTAs. (Translated by the author)*

In the past, nations heavily relied on military power, but now they are all out to expand their ‘world economic territory based on FTAs. (the 2011 National Policy address, the National Archive of Korea)

A broader contextual analysis of the original shows the necessity of Free Trade Agreement (FTA) as shown in the following phrase, “그 길 밖엔 없습니다 (that is the only way)”. However, in the translation, this necessity is less apparent than in the original. Given alleged concerns of trading countries with Korea on a ripple effect of US-Korea FTA at the time (e.g. a Japanese newspaper, *the Asahi Shimbun* news article on automobile industry fear on impact of US-South Korea FTA, December 7<sup>th</sup> 2010), the translator may be cautious about describing FTAs as one of the requirements for a global expansion by avoidance of deontic expression, “have to”.

#### 5.4. Logical structure changes

In the original, mostly the subordinate clause tends to precede the main clause, which foregrounds the background to the context, which is then followed by the main point. This may be partly explained as a

characteristic of the Korean language, in which the main clause often follows the subordinate clause (Chin 2007: 85).

Nevertheless, sometimes the structure seems to be strategically motivated in order to step aside from the critical issue, to protect the government's stance by foregrounding the reason, and to successfully attribute the result of the issue to others. For example, in the 2009 speech,

이제 국회만 도와주면 국민 여러분의 여망인 경제살리기와 일자리 만들기에 더욱 박차를 가할 수 있을 것입니다. (the 2009 National Policy address, the National Archive of Korea)

*If only the National Assembly supports this*, we will be able to put further spurs to revitalize the economy and create jobs, which is the hope of all Koreans. (Translated by the author)

Now it is the National Assembly's turn to give support. If they do, we will be able to put further spurs to ongoing efforts to revitalize the economy and create jobs, which is the hope of all Koreans. (the 2009 National Policy address, the National Archive of Korea)

As seen above, this effect is realised in the translation to the fullest by turning the subordinate clause of ST into a separate main clause. This creates a different effect compared with the opposite case of English translation, in which the subordinate clause follows the main clause: 'We will be able to put further spurs to revitalize the economy and create jobs, which is the hope of all Koreans, if only the National Assembly supports this. The sequence in a hypotactic structure is variable. As Halliday and Matthiessen (2004: 392) points out, "there is a choice involved in determining the sequence, and this choice is a thematic one". According to Halliday and Matthiessen (2004), this thematic subordinate clause sets up a local context in the discourse

for the main clause, often “distilling some aspect of what has gone before to provide the point of departure for the dominant clause” (Halliday and Matthiessen 2004: 393). Another example of this kind is:

그러나 우리 힘만으로는 이 위기를 벗어날 수 없기 때문에, 금융위기가 터지자마자 정부는 국제공조에 총력을 기울였습니다. (the 2009 National Policy address, the National Archive of Korea)

*However, as it is impossible for us to bail ourselves out of the crisis only with our own efforts, as soon as the financial crisis erupted, the Government has devoted all its energy to international cooperation. (Translated by the author)*

As it is impossible for Korea to bail itself out of the crisis only with its own efforts, the Government has channeled all-out efforts into international cooperation since the financial crisis erupted. (the 2009 National Policy address, the National Archive of Korea)

Here also, the subordinate clause precedes the main clause in both ST and TT and foregrounds the justification, thereby successfully appealing to the audience that the Government are doing their best.

However, while most of the structures of the originals are preserved in the translations, several theme-rheme structure alterations are found in the translation. A subordinate clause in ST, which is in theme position, is placed in rheme position in the English translation. This is possible because this kind of structure is common in English while it is rare in Korean. Because of this linguistic difference, changes of theme-rheme structures in translations of most genres into English from Korean or into Korean from English often happen and, therefore, a great deal of research on translation has focused on thematic structure alteration (Chin 2007, Han 2010). However, in the genre of political speech translation, these thematic

changes are particularly interesting because most of the original thematic structures are strictly preserved in the translation. The changes tend to occur especially when the subordinating clause contains negative views to the Korean society:

날이 갈수록 어려워지고 있는데 나와 우리 가족의 살림살이는 과연 어떻게 될 것인가? (the 2009 National Policy address, the National Archive of Korea)

*As the situation gets worse day by day, to me and my family what will happen? (Translated by the author)*

What will happen to my family and me as the situation gets worse day by day? (the 2009 National Policy address, the National Archive of Korea)

Some may claim that the reason for the above example is naturalness in English, where the TT structure is more probable than that of the literal translation. Nonetheless, given that not all thematic structures are changed as shown in the case of the 2009 speech above, and that the translations of this genre are always the object of institutional censorship, it is likely that the change of theme-rheme structure is motivated.

In addition, thematic structure change is also found in the translation of prepositional phrases:

늘 세계 질서를 따라가던 나라에서 세계 질서를 만들어가는 대한민국이 되었습니다. (the 2011 National Policy address, the National Archive of Korea)

*From a nation that always followed the international order, Korea has become a nation that establishes the international order. (Translated by the author)*

Korea has now emerged as a nation that helps to establish the international order, rather than always having to follow others. (the 2011 National Policy address, the National Archive of Korea)

Again, the theme in ST, of which the connotation is not a positive aspect of the nation, is realised in the final part of the sentence in TT. This seems to reflect the translator's intention of trying to avoid positioning negative content in the theme, where lies the speaker's meaningful starting point. An anonymous reviewer of this article points out that the apparent agency reflected in ST fades in the translation, and the expression of inevitability, "having to", emphasises the nation's negative experience. Although I agree with his view about inevitability, having negative content last is not the same as fronting negative content, because as Halliday and Matthiessen (2004) rightly points out, the theme signals a point of departure of discourse. Moreover, the rhetoric is also changed from a principal establisher to an assistant by inserting "helps to", which is not present in the original.

#### 5.5. Apparent agent

In the 2009 original speech, the apparent agent, "저는/정부는 (I/Government)" was clearly represented, which is deviant from the characteristics of the language. In Korean, a subject is often omitted, so if it is explicitly present, it is meaningful. In the translation, the case is more obvious. Many sentences begin with "the Government will...", even when the agent is implied in the original. This apparent subject "the Government" is one of the characteristics frequently found in the British Queen's speeches ("My Government will..." see appendix 1). Furthermore, first person singular pronouns functioning as (parts of) agent are more common in the translation:

한동안 소원했던 미국과의 관계는 비자 면제 협정과 한-미 스왑협정 체결에서 보듯이 그 어느 때보다도 굳건한 신뢰를 바탕으로 한 전략 동맹 관계로 거듭나고 있습니다. (the 2009 National Policy address, the National Archive of Korea)

*Once distant relation with the US, as seen from the Visa Waiver Program and currency swap lines, is being reborn as a strategic alliance based on ever-more-solid mutual trust. (Translated by the author)*

For some time, Korea-U.S. relations were less than desirable. Since my Administration took over, however, the two countries have made agreements on the Visa Waiver Program as well as currency swap lines. Bilateral ties are being reborn as a strategic alliance based on ever-more-solid mutual trust. (the 2009 National Policy address, the National Archive of Korea)

In the original sentence, there is no first person singular pronoun corresponding to “my”. However, in the translation, the active role of the first person is prominent as seen in “since my Administration took over”. Moreover, by adding “however” to the translation, the adversative meaning is highlighted and the potency of the administration is underlined. The translator again actively mediates the context.

## 6. Changes in the translations with respect to the course of the presidency

The focus of this section is to identify whether the patterns of changes in the translations are related to internal changes in the originals by year. For this aim, access to both ST and TT data is necessary, and because of the lack of English translations of the 2009 and 2012 New Year's greetings, only the ST-TT pairs of National

Policy speeches are analysed.

### 6.1. Frequency as a point of departure in the translations of the New Year's National Policy speeches

As an initial step, the frequencies of words used in the translations are examined in order to find out whether any significant differences are discovered in the translations compared to the originals. The patterns by year in the originals have already been discussed in connection with Table 3 in section 4.1. The frequencies in the translations are as follows:

Table 4 Frequencies in the translations of the New Year's National Policy by year

N	2009			2010			2011			2012		
	Word	Freq.	%	Word	Freq.	%	Word	Freq.	%	Word	Freq.	%
1	THE	296	6.981132	THE	201	6.827445507	THE	258	7.346241	THE	193	7.013082
2	TO	146	3.443396	TO	122	4.144021511	OF	124	3.530752	AND	88	3.197675
3	OF	115	2.712264	WILL	78	2.649456501	TO	117	3.331435	OF	83	3.015988
4	AND	108	2.54717	AND	71	2.411684752	AND	109	3.103645	TO	72	2.616279
5	IN	100	2.35849	OF	70	2.377717495	IN	73	2.078588	WILL	70	2.543605
6	WILL	99	2.334906	A	62	2.105978251	A	68	1.936219	IN	61	2.21657
7	A	77	1.816038	IN	58	1.970108747	WILL	52	1.480638	A	45	1.635174
8	FOR	68	1.603774	WE	51	1.732336998	#	38	1.082005	YEAR	38	1.380814
9	IS	52	1.226415	THAT	43	1.460597873	FOR	36	1.025057	#	36	1.30814
10	GOVERNMENT	48	1.132075	BE	41	1.392663002	IS	36	1.025057	BE	34	1.235465
11	THAT	47	1.108491	IS	38	1.290760875	WE	36	1.025057	FOR	32	1.162791
12	AS	43	1.014151	THIS	37	1.256793499	THIS	35	0.996583	AS	31	1.126454
13	BE	40	0.943396	FOR	36	1.222826123	THAT	33	0.939636	GOVERNMENT	31	1.126454
14	#	39	0.919811	AS	25	0.849184811	BE	32	0.911162	I	23	0.835756
15	I	36	0.849057	KOREA	25	0.849184811	WITH	32	0.911162	ON	23	0.835756
16	IT	36	0.849057	OUR	25	0.849184811	GOVERNMENT	31	0.882688	THIS	22	0.799419
17	THIS	34	0.801887	ALL	24	0.815217376	AS	29	0.82574	NEW	21	0.763081
18	WITH	34	0.801887	YEAR	22	0.747282624	ARE	28	0.797267	IT	18	0.65407
19	YEAR	29	0.683962	MUST	21	0.713315189	YEAR	28	0.797267	THAT	18	0.65407
20	CRISIS	28	0.660377	NEW	20	0.679347813	KOREA	26	0.740319	WITH	18	0.65407

Compared with Table 3, the translation patterns show clear differences. The 2009 translation contains more examples of the terms “government” and “will” and fewer examples of the pronoun, “we”. In the 2012 translation, “I” is prominent, which is very different from the original. These features need to be discussed with reference to the context and the corresponding tokens in the originals.

First, the frequency of “government will” in the 2009 translation is 30 tokens as shown in Figure 1.

Figure 1 The concordance of ‘Government will...’ in the 2009 National Policy address

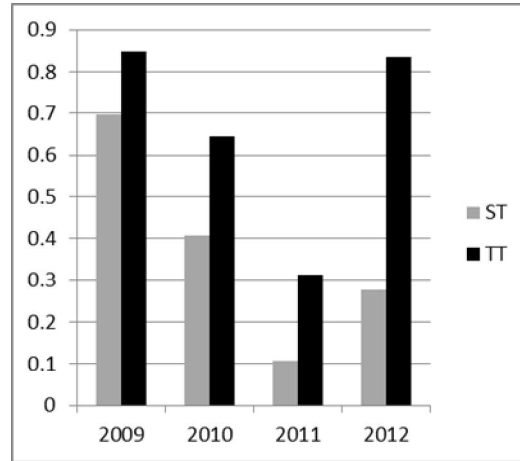


Figure 1 shows that the government is represented as an active agent who will fulfil the proposed national policies and dominates the whole translated text. This is remarkable because there is more apparent agency, as realised by the term, “the government” in the translations than in the ST and other speeches.

Moreover, the apparent agent, “I”, in the 2012 speech is noteworthy, given that there is no “저는/제가 (I)” on the ST list in Table 3 and that the subject is often omitted in the Korean language. To illustrate how this is distinctive compared to other speeches, it is necessary to compare the STs with the TTs. The following chart shows the frequency of “저는/제가” and “I” used as a subject of a sentence in

both ST and TT.

Figure 2 The percentage of ‘저는/제가’ and ‘I’ in ST and TT



The trait to use “저는/제가 (I)” as a subject gradually decreases in 2010 and 2011, and their translations seem to reflect this tendency. Interestingly, in 2012, although the use of “저는/제가 (I)” is reduced compared to the earlier years 2009 and 2010, the frequency of “I” in the translation is nearly equal to its frequency in 2009. Even the fact that English sentences require a subject cannot fully explain this upsurge in the translation rate of “I”. Rather, it may be explained by the active interference of the translator. In Korean culture, as the presidency comes to its end, it is more likely for the president to show modesty and humility to accept and listen to the imperfections of the past from his people. In trying to appeal to his people, and mindful of the next election, he will appeal to the people’s emotion rather than to their reason. The tendency to show modesty in Korean is further supported by avoidance of the expression, “이명박정부 (Lee Myung-bak government)” and the prominent expressions of regret, for example “

가슴이 아픕니다 (my heart sours)” in the last speech, which is clearly distinguished from other speeches. However, in the English context, confidence is considered a virtue, considering the possibility of renomination as president of the US, for example. The English translation context, in which apparent “I” is present, shows the president’s confidence as an agent of an action as the following Figure 3.

Figure 3 The context of ‘I’ in the translation of the 2012 National Policy speech

N	Concordance
1	of interns to 40,000. Not long ago, I met a young businessman who,
2	last October, President Obama and I had candid discussions on the
3	year of hope, transcending the crisis. I hope that in 2012, every one of you will
4	In the year of the soaring dragon, I hope the nation's fortunes will further
5	be able to rise again even after a failure. I firmly believe that with a burning
6	will manage the elections fairly. I anticipate every citizen's cooperation
7	health and overflowing good fortunes. I wish you a very Happy New Year.
8	polarization plaguing the whole globe. I put forth ecosystemic development in
9	people came together and worked hard. I am grateful to our business leaders
10	Asia, including the North Korean issue. I am also working in close strategic
11	own bilateral cooperation. This month, I will make a state visit to China on the
12	the Peninsula, not by other parties. I expect neighboring countries will
13	benefits and common prosperity. I have expectations that this year will
14	top priority on increasing the birth rate. I will personally oversee this matter. As
15	000 new workers this year. Recently, I got to see many people who have
16	recent summits with Japan and Russia, I had in-depth consultations with my
17	and manage all matters more strictly. I will listen to the voice of the people
18	ties between our two countries. There, I will meet President Hu Jintao and
19	help but express my regrets as well. I will take a good look at myself and the
20	together. My heart aches severely when I think about the students victimized by
21	countries. Young men and women, I want to see more young people
22	seas. Looking back over the past year, I cannot help but express my regrets as
23	as early as possible in the New Year. I will work even more diligently and

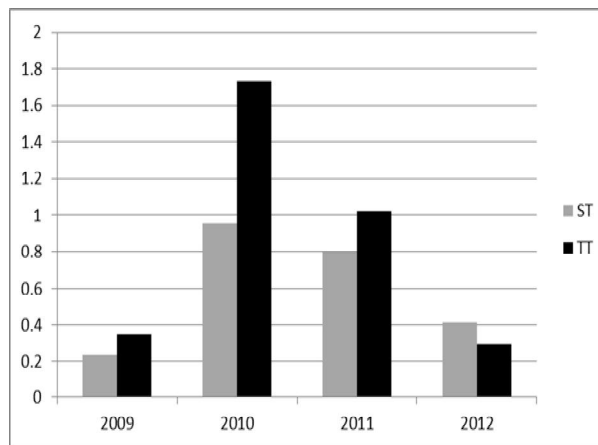
Here, the president is an active doer of performing administrative actions and initiator of actions. In the 21st concordance, the tone of voice is much stronger than the original because of the expression, “I want to see more young people...” Its original Korean sentence is

사랑하는 청년 여러분, 아프리카에도 가고, 남미에도 가고, 세계 곳곳에 더 적극적으로 진출하기 바랍니다. (the 2012 National Policy address)

*Lovable young people, (I) hope that you go to Africa and South America and go into other regions of the world more actively. (Translated by the author)*

The use of “우리는/우리가 (we)” as a subject, however, shows quite different patterns as shown in the following Figure 4.

Figure 4 The frequency of ‘우리는/우리가’ and ‘we’ in ST and TT



At the time of the early presidency in 2009, “우리는/우리가 (we)” is used less than “저는/제가 (I)” if compared to Figure 2. This means the president at the time showed more confidence in himself as a problem-solver and less need to include his people as active doers to overcome the global economic crisis. However, in 2010 and 2011, after undergoing a series of serious national security threats, he needed to assign to the citizens more active roles in overcoming anxiety about national security by linguistic means of inclusion. This is represented by more use of “우리는/우리가” in ST. As Bax (2011) maintains, the use of the pronoun ‘we’ represents a sense of unity and solidarity. This tendency seems to be maintained in the

translations as well. However, in 2012, it is evident that there is less use of “우리<sup>는</sup>/우리<sup>가</sup>” in ST and the translation rate is even lower than the ratio of ST. As the pronoun “우리<sup>는</sup>/우리<sup>가</sup>” includes not only his people as active doers but also the speaker, and this often “indicates the speaker’s implicit categorization of political actors” (Molek-Kozakowska 2011: 183), the president may have wanted to avoid including himself as a political actor in the face of the last year of his term. This can be interpreted in terms of Korean cultural convention, where less agency is expected at the end of a person’s activity, and this is often regarded as a virtue of modesty. It is further supported by the repeated collocation of “존경하는 국민 여러분 (respectable citizens)”, which implies lowering the speaker and respecting the audience, found throughout the four addresses.

## 7. Conclusion

There is no doubt that the presidential speeches are a kind of communication in which a speaker and intended hearers are premised. It is thus not surprising that presidential speeches reflect political circumstances at the time and the president’s stance on those matters. As political circumstances change, so too does the content and attitudes of the president reflected in his speeches, though the speeches delivered annually are of the same genre.

Translations of presidential speeches, however, are embedded in institutional practices, which are determined by the government’s policies and ideologies, and thus the resulting texts are recontextualised via the translational institution within the government. As the target audience is changed in the translations, translation changes are often strategically and rhetorically motivated.

However, Munday (2007: 200) notes that not every translation choice in political texts is ideologically motivated, and thus we need to be careful before making conclusions. Whilst I agree with Munday's argument, considering that in the same structure, some are preserved and others are changed, undoubtedly, I find that changes are interesting.

Although a number of studies on political discourse have focused on presidential speeches, or political speeches in general, as textual products (e.g. Bax 2011), comprehensive research into overall translational practices and procedures is scarce. In light of this, a further study on the processes including drafting and editing and agents of translations and revisions in the field of politics is suggested.

#### **ACKNOWLEDGMENTS**

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## APPENDICES

Appendix 1 (The British Queen's speech on Tuesday 25, May 2010, column 5)

<http://www.publications.parliament.uk/pa/ld201011/ldhansrd/text/100525-0001.htm#1005255000174>)

### 11.30 am

*The Queen, seated on the Throne and attended by Her Officers of State, commanded that the Yeoman Usher should let the Commons know that it was Her Majesty's pleasure that they attend Her immediately in this House. When they had come with their Speaker, Her Majesty was pleased to speak as follows:*

"My Lords and Members of the House of Commons, my Government's legislative programme will be based upon the principles of freedom, fairness and responsibility.

The first priority is to reduce the deficit and restore economic growth.

Action will be taken to accelerate the reduction of the structural budget deficit. A new Office for Budget Responsibility will provide confidence in the management of the public finances.

The tax and benefits system will be made fairer and simpler. Changes to National Insurance will safeguard jobs and support the economy. People will be supported into work with sanctions for those who refuse available jobs and the timetable for increasing the State Pension Age will be reviewed.

Legislation will reform financial services regulation to learn from the financial crisis and to make fair and transparent payments to Equitable Life policy holders.

My Government will support investment in new high-speed broadband internet connections, enable the construction of a high-speed railway network and reform the economic regulation of airports to benefit passengers.

My Government will modernise the Royal Mail, in partnership with

employees, and will ensure it benefits from private sector capital and disciplines.

My Government will limit the number of non-European Union economic migrants entering the United Kingdom and end the detention of children for immigration purposes.

Legislation will be introduced to improve energy efficiency in homes and businesses, to promote low carbon energy production and to secure energy supplies.

My Government will remove barriers to flexible working and promote equal pay.

My Government will seek to build a strong and fair society by reforming public services and encouraging individual and social responsibility.

Legislation will be introduced to enable more schools to achieve academy status, give teachers greater freedom over the curriculum and allow new providers to run state schools.

The voice of patients and the role of doctors will be strengthened in the National Health Service to improve public health alongside actions to reduce health.

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