



Translating Tropes in Political Discourses of Louise Mushikiwabo's Campaign for the Post of OIF Secretary General from French into Ikinyarwanda and English

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ABSTRACT

The study was conducted with the aim of translating some selected tropes in Louise Mushikiwabo's campaign discourse when she was vying for the post of Secretary General of the International Organisation of La Francophonie (OIF). The Skopos, a purpose-driven translation theory, applicable to texts translation was used to stay focused on both translatability and usability in the target languages' context. This study adopted a documentary research design and it embraced desk review. The population consisted of speeches delivered in francophone countries where Louise Mushikiwabo campaigned. Discourses were selected using purposive and convenient sampling methods. Data were presented in three languages- French, Ikinyarwanda and English and then annotations were added. Data were treated using content-analysis method with different translation techniques such as modulation, transposition, equivalence, borrowing, addition, omission, and so on. Findings revealed that Louise Mushikiwabo's campaign discourses fall in the domain of international diplomacy. Again, she used the persuasive stylistic/rhetorical devices of various kinds to appeal to the audience. As French, Ikinyarwanda and English belong to different language families, it was found challenging to translate a message from the source language while maintaining the same tropes effectively into the target languages and respect internal consistency faithfulness. The study concluded that Louise Mushikiwabo used the persuasive stylistic/rhetorical devices effectively that made her the Rwandan and indeed African favoured candidate for the post of Secretary General of La Francophonie. Repetition, allusion, listing, use of description and narrative, imagery, anaphora, co-reference, alliteration, parallelism and metonymy, imagery and symbolism are among other persuasive devices used by the speaker. It was recommended that other researchers should collect speeches of Louise Mushikiwabo delivered in Ikinyarwanda and translate them into French and English to see if they arrive at similar or different findings from this study. While translating tropes used in political domains, translators should add annotation for more clarification.

Keywords: Diplomatic Language, Discourse, Persuasion, Stylistics, Translation, Tropes

I. INTRODUCTION

Louise Mushikiwabo campaigned persuasively and convincingly before a group of OIF stakeholders whom she solicited for votes to occupy the post of OIF Secretary General. The campaign trajectory was conducted via the medium of press conferences, meetings as well media interviews, Ndashimye (2021, p.2) argues that messages delivered during such international campaigns should be translated into different languages to enable a wider community to access the message delivered. Louise Mushikiwabo used the 'language of diplomacy' in its diverse 'stylistic' forms. Inherently, while not every Ikinyarwanda speech community could get what the speaker meant, a translation is worth to bridge this gap for communication ends.

According to Guo and Peng (1999, pp.80-85; Na, 2012, p.4), 'diplomatic language' subscribes to the following features: it is formal and conservative, persuasive, cautious, precise, polite and tactful; it uses forms of impersonality and represents a fairly accessible language. In addition, 'diplomatic language' is characterised by a sense of 'vagueness' which can be realized at lexical, syntactic and cross-textual levels. Na (2012) put it that the trait of 'vagueness' in diplomatic language functions at four levels that lead diplomats to create a harmonious atmosphere, become flexible, euphemistic, and self-protecting. More importantly, 'diplomatic language respects the principles of cooperation and politeness (Grice, 1975).

As for the major tropes used in Louise Mushikiwabo's speeches, uniqueness (Taylor, 1981: 85) was emphasized. The most frequently utilised were *allusion, repetition/redundancy, imagery, parallelism and metaphors, metonymy as well as narration*.

Aristotle cited in Corbett (1971/1998) defined 'rhetoric' as "*the faculty of discovering all the available means of persuasion in any given situation.*" Rhetoric is also defined as "*the discipline that deals with the use of discourse, either spoken or written, to inform, persuade or move the audience...*" (Corbett, 1998). For classical Greek thinkers associated 'rhetoric' with "*elocutio*" which is also referred to "style" (Corbett, 1998). Quoting Sift, Corbett says that although 'style' is difficult to define, it can refer to the use of "*proper words in proper places.*" Quoting Newman and Blare respectively, Corbett says that style refers to '*thinking out into language*' or it refers to "*the peculiar manner in which a man expresses his conceptions.*" In other words, all rhetoric considerations of style involve "*some discussion of choice of words, simplicity, clearness, appropriateness, orateness*" (Corbett, 1998). Another characteristic of style is the way words are "arranged" in clauses. This includes the "*use of the correct syntax, collocation of words, patterns of sentences, proper use of conjunctions, use of appropriate rhythmical patterns*" (Corbett, 1998) and so on. All the above aspects of style are discernible in Louise Mushikiwabo's discourses

This study hinges on the belief that although Rwanda is a multilingual country, many Rwandans have not yet adequately exploited their linguistic potential that is advocated for in the country's constitution (Government of Rwanda, 2015).

1.1 Statement of the Problem

Most Rwandans speak and understand Ikinyarwanda. Rurangirwa (2010, p.459/ 2012, p.178) contends that '*almost 99.4% of Rwandans speak Ikinyarwanda the mother tongue of all Rwandans, spoken by almost everyone including those who have not been to school.*' Also article 8 of the Constitution of the Republic of Rwanda (2003 revised in 2015) reads "*the national language is Ikinyarwanda. The official languages are Ikinyarwanda, English and French. An organic law may add or remove an official language.*" While 8,113,739 speaking Ikinyarwanda, that is the percentage 99.4% (Rurangirwa, 2010/ 2012) of Rwandans could not have access to discourses of Louise Mushikiwabo delivered during the campaign for the post of Secretary General of La Francophonie is problematic. The discourses used by Louise Mushikiwabo were in French.

There is a need to render them into Ikinyarwanda and English to pass over information and preserve them for posterity. The researchers found it challenging to translate tropes and stylistic devices used in diplomatic discourse. This genre was considered persuasive in nature and characterized by use of long sentences. In addition, diplomats use more tropes and stylistic devices which are difficult to render from one language to another and maintain the same effect of cohesion and persuasion. Furthermore, it was found difficult to translate diplomatic discourses from French into Ikinyarwanda and English because those are two distant languages in so far as their families are concerned.

That being, maintaining internal consistence and expressing the same tropes and stylistic effect were not easy. The contribution of this study is to inform Ikinyarwanda speaking communities and pass over the campaign discourses of Louise Mushikiwabo to Rwandans, non-speakers of French and foreigners who are interested in comparing French-Ikinyarwanda and English. This study intends to translate the tropes used in diplomatic and political discourses of Louise Mushikiwabo from French into Ikinyarwanda and English to enable the audience or Ikinyarwanda speech community get the message as conveyed by the speaker.

1.2 Research Objectives

Specific objectives guided the study

- i. To faithfully translate the tropes/rhetorical devices identified in Louise Mushikiwabo's campaign discourse from French into Kinyarwanda and English;
- ii. To propose translation strategies adaptable to translating those devices;
- iii. To identify the challenges encountered in translating the tropes identified and suggest solutions to overcome them.

II. LITERATURE REVIEW

2.1 Theoretical Framework

The study reviewed the theories, concepts and framework related to translation. On the other hand, it reviewed empirical texts, articles, studies and related researches to shed light on the methodologies to guide the present study.

2.1.1 Skopos Theory

The study is underpinned by the skopos theory which hinges on the principle of a purpose-oriented translation as a determining factor in any translation strategy. According to this theory, the translator must be guided by a

translational action stated in a “translation brief” which determines the directives, and rules that should be followed to guide researchers in order to obtain the expected rendition product- the *translatuum*. Hatim cited in Abdel- Hadi (2013) claims, “the skopos theory is concerned with achieving coherence between the source and the target texts.” Abdel-Hadi (2013) proposed the use of domestication and foreignization strategies as guiding subsets of the skopos theory. It reflects a change in the field of translation from relying on a linguistic formal translation theory to a more functionally and socio-culturally-oriented concept of translation. This change was inspired by a conglomeration of two theories- the communication theory and action theory.

In the domain of translation, it is believed that a text is written with a purpose and it must be translated in the same specific purpose. Thus, skopos is that purpose that guides both the writer and the translator to render the same message to the reader via equivalence to achieve the same objective of communication. This study is underpinned by the skopos theory which hinges on the principle of a purpose-oriented translation as a determining factor in any translation strategy. According to this theory, the translator must be guided by a translational action stated in a ‘translation brief’ which determines the directives, and rules that should be followed to guide him in order to attain in his expected rendition product – the *translatuum*; which inspired the first objective of the study.

The historical background of the skopos theory as presented by Iser (1978) cited in Vinay and Darbelnet (1995:235) can be traced from the 1970s by Vermeer. It reflects a change in the field of translation from relying on a linguistic formal translation theory to a more functionally and socio-culturally-oriented concept of translation. This change was inspired by a conglomeration of theories: the communication theory, action theory, text linguistics and text theory as well as from various movements in the literary studies.

According to Hatim (2001) cited in Abdel-Hadi (2013:25), the “skopos theory is concerned with achieving coherence between the source and the target texts.” In this theory, a translator is required to aim at conveying cultural meaning from the source culture text (SL) to the target culture text (TT) (Reiss and Vermeer, 1984/1991).

Newmark (1988) contends that:

“The skopos theory concentrates on the purpose of translation, the ways and the skills of translation that make up for disadvantages in the traditional theories of translation.”

Abdel-Hadi (2013) proposed the use of the domestication and foreignisation strategies as guiding subsets of the skopos theory. These strategies deal with concentrating on stylistic structures rather than semantic realization. The idea of using domestication and foreignisation strategies in translating diplomatic speeches is supported by Na (2012).

According to Reiss and Vermeer (1984/1991: 196), the translation function is linked to the genre and text type. The source text can be assigned to a text type and genre, and in making this association, the translator can decide on the hierarchy of which of these should be observed during target-text production (Reiss and Vermeer, 1984/1991). Thus, the skopos theory is directly oriented towards language functions. This issue of language function in translation is supported by Guo and Peng (1999, p.16) who argue that the diplomatic discourse has informative, expressive and evocative functions. They also add that diplomatic speech is used to communicate information and to highlight the effect of information transmission as well as the style and form used.

The skopos theory seeks to maintain text coherence and the communicative action as well as text fidelity which are considered as its major rules. As stated by Vinay and Darbelnet (1995, p. 236):

“As a general rule, it must be the intended purpose of the target text that determines translation methods and strategies the first rule of skopos is that translation is determined by its purpose and therefore it is a function of its purpose.”

To illustrate this rule, Vinay and Darbelnet (1995) argue that, basing on equivalence-based translation theories insist that:

“The prospective function or the skopos of the target text is determined by the initiator’s or client’s needs. Consequently, the skopos is largely constrained by the target text user (reader/ listener) and his/her situation and cultural background.”

In other words, while translating on the basis of the skopos theory, two rules must be respected – the rules of coherence and fidelity. The fidelity rule is concerned with inter-textual coherence between source text and the final product referred to as *translatuum*. In other words, the overriding principle of the skopos theory is to satisfy the inter-textual coherence rule.

As for the coherence rule, Vinay and Darbelnet (1995, p.236), argue that the target text must be sufficiently coherent to allow the intended users to comprehend it, given their assumed background knowledge and situational circumstances.

The selected discourses in this study fall in the fields of diplomatic language, international relations and politics and the characteristics of the political discourse is:

“culture-bound, value-laden, historical conditioned and abstractions just like all concepts. They are indeed utilized to affect people, persuade them and change their minds.”

Vinay and Darbelnet (1995, p.235) adds:



“Translation is viewed not as a process of transcoding, but as a specific form of human action. Like any other human action, translation has a purpose.”

Shreve and Angelone (2010) identifies three possible kinds of purpose in the field of translation. She asserts:

“The general purpose that the translator wants to express during the translation process is the communicative purpose which is influenced by the target text under certain situations. The purpose is influenced by specific translation strategies or procedures and”

2.2 Empirical Review

2.2.1 Stylistic Devices

Referring to objective one of the study, markers of style (stylistics) used by the interlocutors must be considered while translating because according to Aristotle cited in Corbett (1971/1998) style is a device that falls within the domain of rhetoric. Any work related to speech analysis must therefore refer to the mode of expression and stylistic/rhetorical devices used by the speaker when addressing her/his audience. To achieve this effect, a speaker has to take into account such elements as diction, grammatical constructions, figurative language, sound patterns, and other language elements (Corbett, 1971/1998). One speaker may differ from another due to their style. Thus style is individual. According to Masroor and Pourmohammadi (2016), there are five categories of stylistic/rhetorical devices. These are resemblance, exaggeration, common sound effect, game of tongue or gymnastic patterns and errors as a point of commonality.

According to House (1997), each of the above categories has its specific way of translation. In other words, style is particularly an important factor to consider when assessing the quality of translating political speeches. Style is thus a function of language usage and it involves word-choice, word-arrangements, arrangement of ideas, patterns of paragraphing (vocabulary, sentence construction, expressive devices or techniques). Cuddon and Preston (2000) classify style according to different periods of time, that is to say from Augustan or Georgian; to individual speaker/writer such as Chancery or Miltonic.

Style is therefore classified according to level, that is, grand, middle, low and plain; and according to language, say scientific, expository, poetic, emotive, referential and journalistic. This study sought to explore some elements of Louise Mushikiwabo's style; how she used it to shape meaning related to the legacy of La Francophonie to persuade her voters to react in her favour. The tropes mentioned above are also found in Louise Mushikiwabo's campaign discourses and they require special attention as they are key elements in this article.

2.2.2 Translating Figurative Language

According to Masroor and Pourmohammadi (2016), the technique of adjustment is used to translate 'similes and metaphors' while personification is translated using either the figurative sense in the target language or using the non-figurative meaning in the target language to translate figurative language. To translate metonymy, Masroor and Pourmohammadi (2016) proposed three methods: use of non-figurative words appearing in the ST; use of additional sense where in the source text there has been original word; or retaining the figurative meaning in the target language.

In the same perspective, synecdoche which is closely related to metonymy is translated using the same procedures as those ones applied while translating metonymy, which is, using non-figurative language for figurative language, using additional sense and maintaining figurative meaning in the target language. To translate hyperbole, one has to use literal translation and make sure that the appropriate effect and the exact sense are translated in the target language. It requires the translator to get first its meaning and the speaker's intention or purpose and then use its equivalent in the target language or using normal target language form.

Masoor and Pourmohammadi (2016, p. 138) suggests, in translating alliteration, repetition and onomatopoeia, which are figures of sound, to use the translation of lexical units or the compensation strategy. Finally, according to Newmark (1988), errors such as the slip of the tongue or typing errors are rendered in two ways. Either, are corrected by the translator without mentioning it in the target language or, when they are clear, errors are annotated in the target language and then modified with ample justification.

2.2.3 Challenges encountered in Translating

As stated in objective three, "to identify the challenges encountered in translating the tropes identified and suggest solutions to overcome them," to translate the following devices is challenging. The empirical review of the selected words illuminated the translation of tropes used in Louise Mushikiwabo's discourses.

Description

Wyrick (1996, pp.192/ 317-18), description is the type of writing/ speaking which is based on sensory impressions in the space. It appears to the five senses. Descriptive speaker/writer makes you see, feel, hear, and even smell. You perceive the object described in a way that other means of depicting reality cannot; you perceive a vivid



image. Wyrick (1996, pp.192/ 317-18), in description “a writer/speaker intends to create through the use of words a picture of a person or persons, places, objects or feeling and emotions using a careful selection of details to make an impression on the audience; description helps the speaker to explain, persuade, or create a mood.

Narration and Narrative

In the views of McInelly and Jackson (2011) narration is a type of description that is based on time. It is the most common types of stylistic/rhetorical devices used in speaking and writing. It consists of stories or narratives, which can be fictional or factual or historical. The authors add that narration answers to question how, when, and in which way. In a narration or narrative, the purpose of the interlocutor is to tell or narrate a story. This is what Wyrick (1996, p.335) comments about narration: “*Narration is used to support or illustrate a particular point in an expository or argumentative discourse. It can be persuasive and informative.*” According to Wales (2001), both the narration and narrative are considered as two overlapping persuasive stylistic devices. However, they are different. The first is an act and process of telling a story (narration) while the second is actually what is told (narrative). A narration is a technique and a science that studies how the work of art, its structure, and how it affects the overall organization of that work and its consumers’ perceptions. It is also a literary criticism that studies the way in which a text is structured, how its narrative techniques function, the themes developed, the conventions to which it adheres and its symbols.

Allusion

Allusion is a brief and indirect reference to a person, place, thing, or idea of historical, cultural, literary or political significance. Allusion is a reference to a historical event or person. According to Wyrick (1996, p.95), allusions are also made to events and persons from literature and media like film, television and so on. According to McInelly and Jackson (2011) allusion is therefore an implicit reference to a well-known person, event or thing whose story is memorable and therefore; it helps in understanding its discourse embodied in the meaning through comparison. While investigating stylistic devices used by Louise Mushikiwabo, it was found that she used allusion to refer to the history of La Francophonie, its creation and its genesis.

Repetition/ Redundancy

In Louise Mushikiwabo’s selected speeches, repetition or redundancy is used as one of the features of diplomatic language. Repetition can occur at the level of a sentence, at the beginning, in the middle and at the end, thus creating a sing-song harmony in the discourse (Baker, 1998). Thus, repetition in speeches has both an aesthetic and a utilitarian value, Vinay and Dalbérnet (1995). Repetition occurs at various levels of language ranging from phonological, lexical to sentence level. (Rosyidah, et al., 2017). Repetition is translated using a variety of strategies. Rosyidah, et al. (2017), the following strategies are suggested to translate the repetition in its various forms: preservation, synonymy, substitution, addition, compensation, paraphrase, nominalization, pronominalisation, statement repetition, statement announcements, deletion and variation.

Image/ Imagery

According to Wales (2011, p. 215), image/ imagery has a visual meaning in its sense. This visual image is common in semiotics and refers to a physical imitation of an object like in sculpture, painting and masque. The common sense of a mental picture of an object is combined with the sense of the picture evoked in words. It involves the use of a figurative language or imagery. McInelly and Jackson (2011) consider imagery as the use of language to represent objects, actions, feelings, thoughts, ideas, states of mind and any sensory and extra-sensory experience. This is a literary technique that appeals to our senses and we see something referred to as a vivid image, (Wales, 2001, pp. 215-216).

III. METHODOLOGY

This section deals with the procedures followed by researchers in collecting data. The strategies used while translating were broadly grouped into two, direct and indirect. In addition, the selected diplomatic/political discourses were described to help the reader have an overview of them.

3.1 Research Design

This study employed a documentary research design and it embraced desk review. In the first phase of desk review, the researchers reviewed the relevant literature related to his study by establishing the theoretical and epistemological considerations that underpin this work. He reviewed the skopos theory which is referred to as a purpose-oriented theory that is applicable in the field of translation. He also reviewed at length the concepts of stylistic/rhetorical devices such as repetition, imagery, metaphors and metonymy, alliteration, etc. These literary

concepts largely fall within a broad framework of literary figures of speech. Other themes reviewed included the concept of persuasion, coherence. To fit into and maintain a translation context the researcher also reviewed translation techniques and strategies as proposed by eminent translation scholars like Vinay and Darbarnet (1995) as well as Newmark (1988) who elaborated the concepts of translatability and translation issues, methodology for translation, translation quality assessment, etc. Lastly, the researcher reviewed features of diplomatic language.

3.2 Target Population

The target public audience addressed by Louise Mushikiwabo consisted of Heads of State and Government, Heads of delegations and organisations, stakeholders as well as diplomats and members of La Francophonie. The media used to broadcast her campaign discourses included radios, TVs, as well as written newspapers. Due to the complexity and diverse nature of international diplomacy and politics, it was not possible to analyse all speeches delivered, thus, a need for sampling.

3.3 Sample Size & Sampling Techniques

The second phase consisted of selecting the diplomatic/political discourses to be used in the study. These discourses were selected using purposive method, listening to oral message delivered to capture stylistic/rhetorical devices used, pauses and use of gap-fillers. Again, convenient sampling technique was used. It consisted of collecting materials according to their convenience, that is, discourses that were easily available, with free access on the Internet, especially those that were deemed appropriate. Thus, two discourses were selected- a discourse delivered in the beginning and another at the end of the campaign. They reflected what the OIF Secretary General could implement and how she planned to lead the OIF. Normally, preliminary discourses arouse the curiosity of the listeners while the last discourses satisfy the curiosity of the audience (McCrimmon & McNab, 1974).

3.4 Sources of Data

The first discourse, "*Mon engagement est de concrétiser*" (My commitment is to make things materialize) was part of the interview held by Louise Mushikiwabo with "*L' Opinion.fr*". In this speech, she revealed her intention to campaign for the post of the Secretary General of the OIF. This discourse was also reported by other newspapers such as '*Le pays.ml*', '*bamada.net*' and '*youtube.com*'. It was reported in a journalistic style. The second discourse, "*Le discours d' acception de Louise Mushikiwabo*", that is, "Louise Mushikiwabo's acceptance speech" marked the end of the campaign. It is a written speech, well-crafted and full of emotions.

Data were taken from a set of written discourses while the other were picked from a set of oral speeches, that is to say, the researchers wished to have both the oral and written registers represented.

3.5 Validity & Reliability

Trustworthiness and personal judgment were used to see if selected discourses portrayed adequate elements of persuasion in terms of their stylistic/rhetorical content and effect to the audience. Then they were submitted to experts in the domain of translation (supervisors) to see if they are valid and reliable before translating them. In addition, a deep analysis of their linguistic and sociolinguistic content were considered by the researcher with the view of finding appropriate strategies to render them faithfully so that their translations in Kinyarwanda and English would maintain a similar persuasive impact on the potential readership. The register chosen was determined by the context of the situation that was three-dimensional in terms of "**field** (topic and focus of activity), **tenor** (relations of familiarity, power, and solidarity among participants), and **mode** of communication (written or spoken, language use for action or reflection)" (O' Brien, 2013: 80).

3.6 Treatment of data

These data were treated in different phases. The first involved listening to the available oral discourses with the view of writing them down. Secondly, it was resorted to transcribe Louise Mushikiwabo's acceptance speech which she actually delivered orally. The transcription system enabled the researchers to write all the speech in French and then translated the above discourses from French into Kinyarwanda and English. In the third phase, the researchers highlighted the persuasive/rhetoric or stylistic devices used in the selected discourses.

As suggested by the linguistic and communicative theories (Newmark, 1988) that operate in tandem with translation theories, the researchers paid attention to the linguistic and non-linguistic configuration of the texts in the SL. It was observed and analysed that coherence and cohesion ties of words, phrases, sentences, and paragraphs were respected in TT. Another step considered was to focus on how the device of repetition of words was used in the speeches; the use of pronouns, transitional connectives, and how the reference and co-reference devices (anaphora) were used to refer to events in the preceding and projected in paragraphs. The researchers then observed the common nouns that ran across a series of paragraphs, the repetition of significant ideas either within a paragraph or among



several paragraphs, and so on. All these steps helped them to construct meaning before the actual process of translation. It was realised that there is no way a translator can escape from linguistics. Again, it was ensured that the styles used in Louise Mushikiwabo's discourses are grasped.

In the process of translating the selected speeches, attention was paid to all the structures and translation techniques proposed by scholars like Vinay and Dalbarnet (1995), Newmark (1988), Baker (1999) etc. As a rule of thumb, they all subscribe to a combination of literal and oblique translation methods while at the same time being flexible to strategies like domestication or foreignization, (Niyibizi, 2019; Venuti, 2000). To this end, the focus was on the translation of literary techniques that are pertinent to style, the structure of speeches and narrative perspectives. In all these, it was found that the seven translation strategies were pertinent: modulation, equivalence, addition, omission, transposition, borrowing and calque. Finally, the selected speeches were translated from French into Kinyarwanda and English and accompanied the renditions realized with justification and annotations while respecting communicative and comparative methods.

3.7 Ethical consideration

The researchers committed themselves to respecting ethical issues in so far as translation is concerned. They tried as much as possible to be honest towards the selected discourses without adding or reducing any information as delivered by Louise Mushikiwabo. Professional ethic of integrity and responsibility were respected by obeying the translator's responsibilities associated with the contents of the speeches under study as well as the responsibility of clients or readers so that they could get a faithful translation as delivered in the source language.

IV. FINDINGS & DISCUSSION

The data on translating tropes used in Louise Mushikiwabo's campaign discourses were presented, analyzed, discussed and interpreted basing on questions asked and objectives set. The analysis was done on a case-by-case basis of the two discourses entitled *Mon engagement est de concrétiser* and *Le discours d'acceptation de Louise Mushikiwabo*. The relevant passages that reflected the persuasive stylistic/rhetorical devices under study were also presented, translated and annotated. The translations given were justified with evidences from the literature review.

Objective one was to translate faithfully the tropes/stylistic devices identified in Louise Mushikiwabo's campaign discourses for the post of OIF Secretary General from French into Kinyarwanda and English with justification of translation theories.

Data were collected from French language and translated into Kinyarwanda and English to achieve the first objective. *Mon engagement est de concrétiser*. = *Imvugo yanjye ni yo ngiro* = My commitment is to make things materialise, that is, "My commitment is to be pragmatic". In the speech, this title was repeated twice – first, at the beginning and secondly, in the conclusive statement of the discourse. This title is actually persuasive due to its repetitive style and poetic character. When you read the title in the SL you understand that the utterance makes persuasive sense even if it may somehow seem to be elliptical (with some parts omitted). This strategy goes together with 'suspense and omission strategies' (economy of words) normally used by diplomats as to attract the attention of the audience (Na, 2012).

In other words, if a translator uses the word-for-word strategy to render its meaning in the TL (Kinyarwanda or English) the sentence obtained sounds incomplete and therefore unacceptable. To make it sound English, an operation known as 'modulation to conform to the TL sentence structure was used. In order to translate it faithfully in English, a translator should render its meaning instead of words 'My commitment is to make things materialize'. Modulation is a technique that is suggested by Vinay and Darbarnet (1995) who recommend using a different phrase in the TL to convey the same meaning that appears in the SL.

In Kinyarwanda, an attempt to translate the title using word-for-word '*Intego yanjye n' ugushyira mu bikorwa*' is also futile because the sentence sounds elliptical as well because the verb lacks a direct object (intransitive verb). To make the meaning sound authentic in Kinyarwanda, the 'strategy of equivalence that introduces a cliché: '*Imvugo yanjye ni yo ngiro*' was applied; that implies, 'I will put into action what I have said', that is, My commitment is to be pragmatic. This is really the equivalence of '*Mon engagement est de concrétiser*.' Therefore, one important finding of this study is that it is possible to use two or more translation strategies to translate one utterance into a different language.

Ce projet, à l'origine, était un projet d'émancipation, d'ouverture, faisant parler d'égal à égal des pays qui partagent la même langue, lit-on dans La Tribune= Nk' uko tubisoma mu Kinyamakuru « La Tribune » uyu mushinga, mu ntangiriro, wari uwo gutuma ibihugu bikoresha ururimi rumwe byisanzura, bikaguka, bikaganira nk' ibireshya.= We read it in La Tribune that at the beginning, this project was the project of emancipation, of openness, making people of countries which share the same language talk on equal footing.

This corpus is persuasive due to the use of the repetition device (*ce projet, un projet*) and the apposition device used by Louise Mushikiwabo which are characteristics of diplomatic language (Na, 2012). In the SL corpus, the syntactic structure of the utterance is different from that of the TLs (Ikinyarwanda and English). In order to render the same meaning in Kinyarwanda, a translation strategy called addition was applied (Newmark, 1988). There was also a change of the position of (*lit-on dans La Tribune*) which was placed at the beginning: “We read in La Tribune Newspaper. This strategy is called transposition (Vinay and Dalbernet, 1995). This is in relation with objective number two which reads, to propose translation strategies adaptable to translating tropes/stylistic devices used in campaign discourses of Louise Mushikiwabo.

The transposition technique was used to shift “*qui partagent la même langue*” “share the same language” and placed it immediately after “of countries which” to make the sentence sound English. In the SL, the repetition *ce projet, un projet* is at the begging and in the middle respectively. However, in both translated TTs they are placed in the middle to fit in the syntactic structure of those languages.

In both Ikinyarwanda and English, it was not easy to get the exact translation of “La Tribune.” For this reason, the researchers applied a translation strategy of “borrowing”, a strategy used to overcome a lacuna, to introduce a flavor of SL Culture into a translation, keep a foreign word into both target languages, (Vinay and Darbelnet, 1995; Venuti, 2000). It can be deduced that even the syntax of utterances is part and parcel of style that can be used to persuade the audience when translated into other languages.

Un potentiel à server nos peuples beaucoup plus, à peser sur l'échiquier mondial beaucoup plus, dans une réalité et une réputation d'efficacité et de transparence. = Uburyo bwo gufasha cyane cyane abaturatione bacu ngo babashe guhangana cyane cyane ku rwego mpuzamahanga mu kuri no mu bwubahane ku buryo bunoze kandi buciye mu mucyo. = A potential to serve our peoples much more, to influence at the international level much more, in a reality and a reputation for efficiency and transparency. Je travaillerai pour vous tous, je viendrai vers vous tous. = Nzakorana na mwe mwese, nzaza mbagana mwese. = I will work for all of you, I will come towards all of you.

In the SL corpus, Louise Mushikiwabo continues to persuade her audience using the devices of repetition and alliteration. The sounds that appear in Louise Mushikiwabo's utterances: *beaucoup plus, beaucoup plus; avec vous, avec vous tous; du courage, plus de courage* create a kind of musicality.

As corroborated in the literature reviewed, repetition in speeches plays functional, expository and argumentative roles. It also serves to emphasize, support and inform the audience (Al-Mukharriq, 1993, p.90). Actually, Louise Mushikiwabo used these devices to stress her conviction that with unity and support from the audience, La Francophonie will grow stronger and stronger.

For objective two, translating these devices into Ikinyarwanda and English, the same repetitions in TT was maintained in order to keep the same persuasive effect. Here again, word-for-word and equivalence methods were applied.

Je suis arrivée à Erevan, candidate au poste de Secrétaire Général de la Francophonie, je suis venue à Erevan, rwandaise, africaine ; je repars d'Erevan « Francophonie ». = Nageze i Erevani ndi umukandida ku mwanya w' Umunyamabanga mukuru w' Umuryango w' Ibihugu bikoresha Ururimi rw' Igifaransa, naje i Erevani, nk' Umunyarwandakazi, nk' Umunyafurika kazi, mvuye i Erevani nyoboye Umuryango w' Ibihugu Bikoresha Ururimi rw' Igifaransa. = I arrived in Erevan as a candidate for the post of the Secretary General for La Francophonie; I came to Erevan as a Rwandan, an African; I leave Erevan as the SG for La Francophonie.

In the corpus, Louise Mushikiwabo opted to use parallelism and metonymy as her most persuasive rhetorical devices that borrow from a renowned Roman statesman- Julius Ceasar. In the SL, Louise Mushikiwabo combined three utterances. She said: “I arrived at Erevan as a candidate; I came as an African of Rwandan origin and I am leaving as a person who has won elections to lead La Francophonie.” This discourse corresponds to Julius Ceasar's famous utterance ‘*Veni, vidi, vinci*’ that is translated as I came I saw I conquered.

In constructing her sentences, Louise Mushikiwabo used the techniques of parallelism and metonymy. She also used the strategy of repetition according to which she repeated the expression *La Francophonie* twice. In fact, Louise Mushikiwabo deliberately omitted “*étant*” which is translated as being and *en tant que* translated as “as”. The device of parallelism *je suis arrivée, je suis venue* and *je repars*” as indicated above is used for convincing purposes to allude to Julius Caesar. Parallelism was used to achieve a persuasive effect by insisting on her achievement of being the Secretary General of La Francophonie. Lastly, she used metonymy: *je repars d'Erevan « Francophonie »*. She actually equated herself to the organization she was going to lead. This stylistic/rhetorical device is called ‘*synecdoche*’ which is a form of metonymy (Corbett, 1998).

Objective three was “to identify challenges encountered in translating tropes /stylistic devices used in the campaign discourses and suggest solution to overcome them.” It was not easy to render the above devices in Kinyarwanda and still have an equal impact in terms of persuasiveness. For example, in Kinyarwanda, you cannot say “*ndi umuryango* or *ntashye ndi umuryango*. That is why word-for-word translation was not used. Instead,

transposition was used whereby the noun phrase La Francophonie was replaced by the verb “nyoboye”. This technique is called verbalization which falls under the transposition method (Vinay & Darbelnet, 1995).

In the English version, parallelism and repetition were maintained to respect the faithfulness of the SL message. In translating the device of metonymy into English - *je repars d'Erevan Francophonie*, the researcher rendered it as “I am leaving Erevan as the Secretary General of La Francophonie” This made the sentence to sound English. This is achieved as a result of a translation technique referred to as addition. Conclusively, in translating parallelism and metonymy, translators should use strategies that keep a persuasive effect of stylistic/rhetorical devices.

J'ai eu l'occasion de le dire auparavant, je ne viens pas pour réinventer la boussole. Je viens juste la réorienter un petit peu à mon style, à ma façon, avec votre soutien. = Nagize umwanya wo kubivuga mbere, ntago nje guhindura icyerekezo cy' umuryango. Nje kuwaha umurongo gake, mu njyana yanjye no mu buryo bwanjye. = I have had the opportunity to say it before; I am not here to reinvent the wheel of the OIF. I just want to redirect it a little bit in my style, in my own way with your support

In the above utterances, Louise Mushikiwabo used “*je ne viens pas pour réinventer la boussole, ...*” In the SL, La ‘boussole’ refers to “the compass”. Normally it is used to guide a person who is traveling or to show him direction. The imagery of boussole is persuasive in the sense that the speaker (Louise Mushikiwabo) avoided to use plain language and prefers to use figurative or implicit language. In many world cultures, people who use such language are considered to be knowledgeable and wise.

While translating the utterance into Kinyarwanda, the literal translation of la boussole is not used. Instead, “Icyerekezo” was used, that is to say the direction measured by the compass to render the corresponding meaning in a culturally acceptable image. To lead the OIF is also a journey that needs something to guide the leader such as “la boussole. This is a long term plan that takes into considerations the ideals of members of OIF and the ideology of its founder-members.

To translate the utterance in English, the researchers referred to the meaning of the utterance and proposed “reinvent the wheel” which is the commonly used imagery in English instead of compass. In other words, the translation strategy of modulation was applied to convey the same meaning but using a different phrase. In addition, use of literal translation to render some of the parts of the utterance was applied. So, to translate the SL figurative meaning with the TL figurative meaning was opted for. The technique used is supported by Masroor and Pourmohammadi (2016) who propose that imagery should be translated by either using non-figurative language, or retaining it.

Mon parcours m'a appris aussi une chose c'est que chaque décision compte, chaque billet dépensé à son importance, il ne faut rien prendre à la légère. = Ikindi urugendo rwanjye rwaranyigishije ni uko buri mwanzuro ugira agaciro, (ni uko) buri mafaranga y' urugendo akoreshejwe agira akamaro, (ni uko) nta kintu na kimwe cyo kwirengagizwa.= One thing I have learnt from my journey is that every decision counts. (that) Every transport fee spent has its own importance; (that) nothing should be taken lightly.

Louise Mushikiwabo used expressions ‘une chose, c'est que chaque décision compte, chaque billet dépensé..., il ne faut rien prendre à la légère’ to sound persuasive with implicit meaning. From the reading of McNelly and Jackson (2011, p. 92); Wyrick (1996) the researchers found that allusion is a reference to a historical event or person. Allusions are also made to events and persons from literature and other media like film and television. Louise Mushikiwabo alluded to the way she used two months and a half soliciting votes and how Rwanda made alliances among Francophone African countries and other parts of the world where French is spoken and by extension the support of Emmanuel Macron. Lastly, Louise Mushikiwabo used implied meaning which is among characteristic features of the diplomatic language. This language use is also a cross-textual vagueness realised by the implication of the discourse.

In Kinyarwanda version, the researchers used expressions “ni uko buri mwanzuro ugira agaciro, (ni uko) buri mafaranga y' urugendo akoreshejwe..., (ni uko) nta kintu na kimwe cyo kwirengagizwa.” All of them render a faithful translation and respects the norms of the TL. To translate them in Kinyarwanda, the researchers used equivalence, omission of (ni uko), economy and literal translation. To render the same message as the original in English, the reseachers used expressions like, “one thing that every decision counts, (that) every transport fee spent..., (that) nothing should be...” that really render the exact message of the SL into the TL. The utterance was translated using translation techniques of equivalence, literal translation and omission of “that” because the utterance still expresses a meaningful sense. Once again, in English translation, the researchers changed the place of the segment “m'a appris une chose” that is, “one thing I have learned” and placed it at the beginning of the sentence while in the SL it was in the middle. The translation technique used for this operation is called transposition which is concerned mostly with grammar change, (Vinay and Darbelnet, 1995). It can be concluded that one utterance can be rendered faithfully using different translation strategies that respect the syntax and the TL

From the data collected from the two discourses selected; and basing on discussions made for each utterance annotated, it was found that the selected speech and discourse fall under the diplomatic and political discourses as evidenced by the characteristics features of diplomatic language.

Basing on findings of this study, it was established that the concept of 'style' is broader than that of 'rhetoric'. Indeed, this study corroborates the view that rhetoric is part of style and style is part of language that deals with both the written and spoken registers. The above finding is supported by Leech (1995, p.10) who argue that "style refers to the way in which language is used in a given context, by a given person, for a given purpose." They also add that "style pertains to parole; it is a selection from a total linguistic repertoire that constitutes a style (Leech, 1983, p.11). They conclude that "style can be applied to both spoken and written forms of language; both literal and non- literal varieties of language (Leech, 1983, p.11).

Adding to objective number three was, to identify challenges encountered in translating tropes/stylistic devices used in the campaign discourses and suggest solutions to overcome them.

From the definition of style whose content and scope are difficult to translate, this study found that in order to translate stylistic/rhetoric devices, translators should always accompany their renditions with annotations, where possible.

Another finding from annotation of data presented is that Louise Mushikiwabo used adequate diction that falls in the domain of international politics and diplomacy. She used repetition, redundancy and vagueness (Na, 2012), all of which are tropes/stylistic devices that include: repetition, allusion, imagery, symbolism, metonymy, and so on. It was also found that no single utterance can faithfully be rendered using only one translation strategy-but a combination of them.

Lastly, another finding of this study was that in translating stylistic /rhetorical devices, translators should resort to multiple translation strategies that include equivalence, modulation, transposition, literal translation, addition, omission, calque and so on.

V. CONCLUSIONS & RECOMMENDATIONS

5.1 Conclusions

Conclusively, the present study is concerned with "Translating Tropes in Political Discourses of Louise Mushikiwabo's Campaign for the Post of OIF Secretary General from French into" Kinyarwanda and English." The study was guided by three objectives: (1) To faithfully translate the stylistic/rhetorical devices identified in Louise Mushikiwabo's campaign discourse from French into Kinyarwanda and English; (2) To propose translation strategies adaptable to translating the above devices; and (3) to identify the challenges encountered in translating them and suggest solutions.

In order to achieve the set objectives, the researchers designed a set of methodological procedures to collect data and analyse them. They included, among other things, making a desk review, selecting the discourses to be translated, selecting the stylistic devices used in the discourses, transcribing and translating the discourses and analyzing the data.

It was found that Louise Mushikiwabo used the persuasive stylistic/rhetorical devices effectively that made her the Rwandan and indeed African favoured candidate for the post of Secretary General of *La Francophonie*. Repetition, allusion, listing, use of description and narrative, imagery, anaphora, co-reference, alliteration, parallelism and metonymy, imagery and symbolism are among other persuasive devices used by the speaker. In order to translate them, several translation techniques that respect the faithfulness and equivalence of the SL and TL message culture and meaning were applied. The translation strategies mostly used in this study were literal, modulation, equivalence, addition, transposition, borrowing, calque, sense for sense. It was also found that two or more translation strategies can be used while translating even a single diplomatic utterance. One of the challenges encountered in the study was that tropes or stylistic devices in a source language are different from those in a target language, and vice versa, because different cultures perceive reality differently. Therefore, before translating such devices, translators should always scrutinize the style of the discourse used - in its extensive form - and suggest ways of coping with the challenge encountered.

5.2 Recommendations

Based on the above discussed findings of the present study, it is worthwhile recommending that: (1) Other studies should look into other speeches delivered by Louise Mushikiwabo in Kinyarwanda and translate them into French and English to see if they come up with similar or different findings from this study. (2) While translating stylistic/rhetorical devices in the diplomatic/political domain, translators should add annotations for more clarity. (3) Future researchers should conduct a comparative study of several discourses of Rwanda's foreign ministers to see the similarities and differences in the language they use and how these can be translated. (4) Make a translation



assessment of existing speeches delivered by other Rwandan diplomats to see the applicability of stylistic/rhetorical devices and how they can be translated.

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