

Mixed-method approach to institutional political translation: a contrastive study of Obama and Trump

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1. Introduction

This article deals with the methodological analysis carried out in the author's doctoral dissertation, which focuses on the study of institutional political speeches translated by the White House. The research is framed within a mixed-method approach that combines qualitative and quantitative mixed-method analysis with the aim of providing an exhaustive and objective analysis of the selected corpus. This corpus is made up of speeches by the last two presidents of the United States up to the time the research began: Barack H. Obama and Donald J. Trump.

The main interest of the research lies in identifying possible marks of discursive manipulation in the translation of political messages in the form of speeches, and in assessing the suitability of different theoretical methods of contrastive analysis for the detection of such marks. The work is based on the methodology of Critical Discourse Analysis (CDA) and on techniques of Translation Studies applied to the analysis of political texts.

The translation of institutional political discourses is a relevant challenge in the field of Translation Studies, as it involves not only linguistic transfer but also cultural and ideological adaptation. This type of translation can be influenced by political, ideological and institutional factors that affect both the form and the content of the translated discourse. In this sense, a rigorous analysis is necessary in order to identify possible biases or manipulations in the translations undertaken.

The paper demonstrates how a mixed-method approach, by integrating qualitative and quantitative analyses, enables the production of more comprehensive and reliable results while providing a solid methodological framework that addresses the limitations inherent in each method when applied in isolation. In addition, it proposes a contrastive analysis that is relevant not only for academic research, but also for the professional practice of institutional translation.

2. Theoretical background

The analysis implemented is based on a theoretical framework that combines concepts from Critical Discourse Analysis (CDA) and Translation Studies, specifically in relation to the translation of political speeches.

CDA, as defined by Van Dijk (2003), is oriented towards discourse analysis from a critical perspective that seeks to reveal how ideologies and abuses of power are reproduced through texts. This approach is combined with the contributions of authors such as Fairclough (1989, 1995) and Caldas-Courthard and Courthard (1996), who explore the manifestations of the intervention of ideological mechanisms in translated texts. Fairclough, in particular, highlights the dialectical relationship between discourse and power, and his theory of discursive order focuses on how certain discourses are legitimised and naturalised in particular socio-political contexts.

On the other hand, Caldas-Courthard and Courthard (1996) approach discourse analysis from a pragmatic approach, considering how linguistic strategies can manipulate the perception of the reader or receiver. This approach makes it possible to assess how identities and power relations are configured through lexical, grammatical and discursive choices in texts.

In the field of Translation Studies, the translation of political discourses has been studied mainly from two approaches: the descriptive and the normative. According to Hurtado Albir (2001), the descriptive approach is based on the analysis of real translations with the aim of identifying implicit tendencies and norms underlying translation decisions. This approach is complemented by functionalist analysis, which takes into account the communicative intention and situational context of texts.

The work by Gallardo Paúls (2014) is particularly relevant, as it introduces the concept of discursive paradoxes to describe how strategic contradictions are produced in political discourse, whether at the declarative, textual or interactive level. This theory is applied to the present research to identify discursive strategies that may indicate manipulation or ideological intentionality in the texts translated by the White House.

Al-Juwaid's (2019) approach to political argumentation provides a useful framework for analysing how political discourses are structured for persuasive purposes. According to this author, political speeches can be divided into three main phases: attacking, defensive and conclusive. Each of these phases plays a specific role in the construction of the political narrative and their translation can influence the way the original discourse is perceived.

The PhD combines perspectives from CDA and Translation Studies to assess whether political discourses are configured and linguistically manipulated in the process of translation, even if it is not the real intention of the translator, but as part of a process of translational meaning whose nature is rooted in subjective nuances. This interdisciplinary approach makes it possible to identify not only the linguistic aspects involved, but also the ideological and political conditioning factors that influence translational decisions.

3. Materials and methods

The corpus is composed of institutional speeches delivered by Barack H. Obama and Donald J. Trump during their tenure as presidents of the United States, as well as their respective translations into Spanish by the White House.

3.1 Compilation of the corpus

The corpus has been compiled exclusively from the official White House website, both in its original English version and in its Spanish translation. The speeches selected correspond to relevant events in the Obama and Trump presidencies. The representativeness of the corpus has been ensured by including an equal number of speeches for each president.

The compilation of the corpus was based on the formal classification of presidential discursive genres proposed by Autermühl (2014), which was

adapted from Campbell and Jamieson's (2008) model. This model is structured into three main genres:

- **Rhetorical acts exercised by the President:** Includes inaugural addresses, national eulogies, and pardon rhetoric.
- **Presidential genres with executive-congressional interaction:** This considers speeches such as State of the Union, veto messages, signing statements that act as de facto vetoes, and war rhetoric.
- **Uninvestiture rhetoric:** This encompasses presidential self-defence rhetoric, impeachment speeches and farewell speeches.

In addition, we included subgenres such as speeches to the nation, statements, appointments and nominations, bill signings, vetoes, communications to Congress and federal agencies, directives, fact sheets, press interviews, joint statements, letters and messages, meetings with foreign leaders, notifications, orders, resignations, and a variety of presidential statements.

The compilation process presented several difficulties. On the one hand, not all of the available Obama speeches were complete, as some of them only offered excerpts, which prevented their representativeness. On the other hand, not all speeches by Trump were accessible on the White House website. This limited availability forced the author to adjust her corpus to the complete speeches that she was indeed able to track down.

Finally, it was possible to compile a corpus consisting of eight complete speeches in English with their respective official Spanish translation, corresponding to each president. This corpus is considered qualitatively representative, although quantitatively limited by the availability of complete texts.

The compilation process was carried out in four phases (Seghiri, 2012a, b):

- **Search:** Full speeches by Obama and Trump were located on the White House website, considering only those speeches that were unabridged and not fragmented.
- **Download:** Speeches were manually downloaded from the White House website and copied into Word documents for easy manipulation.
- **Format:** Speeches were stored in *.docx files, which allowed easy handling for later extraction and analysis of quantitative data.

- **Storage:** A system of folders was organised by working language (source and target language), by presidents (Obama and Trump) and by speech genres (primary and subgenres). Each speech was identified by a specific code composed of the president's acronym, speech number and language (e.g. OB01EN for Obama's first speech in English).

In conclusion, although the final corpus is considered qualitatively representative, its quantitative representativeness was limited by the availability of complete speeches. This fact is justified by the restrictions inherent to the object of study and the methodology applied, which prioritised the quality of the texts over quantity.

3.2 Method of analysis

The method of analysis is based on three complementary approaches:

- **Analysis of argumentative phases according to Al-Juwaid (2019):** This approach identifies three essential phases in political argumentation: attacking phase, defensive phase and conclusive phase. This analysis makes it possible to quantify the use of each phase and its frequency in the discourses analysed.
- **Analysis of discursive strategies and paradoxes according to Gallardo (2014):** Through this framework, three discursive paradoxes (declarative, textual and interactional) are analysed, which correspond to specific discursive strategies such as lexical, intentional, predicative, structural and dialogical framing. This analysis allows us to identify patterns of discursive use and manipulation in the translated discourses.
- **Rhetorical and oratorical analysis:** This analysis focuses on identifying the rhetorical and stylistic devices used by each president, as well as evaluating the transfer of these devices in the Spanish translations.

3.3 Analysis procedure

The qualitative analysis was complemented by a quantitative analysis to validate the hypotheses put forward. To this end, the frequency of occurrence of each category of analysis identified in the different discourses was counted using bar charts generated with Excel. This method made it possible to

quantify both the argumentative elements and the rhetorical and discursive resources used in the original discourses and their respective translations.

The analysis of the speeches was carried out in two separate phases: first, the contextual characteristics of each speech were studied, and then the original text in English (SL) was analysed, followed by the target text in Spanish (TL). This analysis was carried out both qualitatively and quantitatively, with results organised in specific chapters for each president: Obama (Chapter 7 of the doctoral dissertation) and Trump (Chapter 8).

The analysis was based on the selection of representative samples of each speech, following representativeness criteria established by Seghiri (2012a, b). The samples chosen were those that offered significant informative interest in relation to the discourse as a whole. The four prototypical parts of political discourse were taken into account: exordium, narration, argumentation and epilogue.

The analysis of the speeches in the target language (Spanish) was carried out separately from the analysis of the corpus in the source language (English). In each case, a qualitative and quantitative comparison of the results was carried out. This process made it possible to identify differences and similarities between the original speeches and their official translations. The quantitative data obtained from both corpora were also compared in order to draw meaningful conclusions.

As for the translation strategies analysis, the decisions made by the translator to transfer the rhetorical message from one language to another were evaluated. This included the assessment of the equivalence achieved during the cultural transfer. In this sense, the translation techniques used to transfer the content and intention of the political discourse in each case were analysed. Quantitative data from the source and target language analyses were compared in order to draw valid and well-founded conclusions.

Finally, a discussion of the results was carried out, in which the data obtained from the qualitative and quantitative analysis of the corpus in both languages were compiled. This section made it possible to identify the features that characterised the speeches of each president, as well as the discursive and rhetorical procedures used in each case. In addition, the selected translation procedures were discussed and their effectiveness in the cultural transfer of the message was evaluated.

It was concluded that Obama's and Trump's speeches present notable rhetorical and discursive differences, especially in their Spanish translations. The translation analysis made it possible to identify the most effective strategies and those that could be improved in order to achieve a more accurate cultural equivalence. We will deal with this topic in a further discussion below.

The following section presents the results obtained from the application of this methodological framework.

4. Results

The results obtained reflect consistent patterns in terms of argumentation and discursive manipulation in the speeches translated by the White House. The main findings of each type of analysis applied are detailed below:

4.1 Results of the analysis of argumentation phases (Al-Juwaid, 2019)

The quantitative analysis of the argumentative phases allowed us to identify a predominance of the attacking phase in the political speeches of both presidents. However, it was observed that Donald J. Trump uses this phase more frequently than Barack H. Obama, who tends to use more resources from the defensive and conclusive phase, especially in speeches aimed at international cooperation.

Chart 1. Analysis of argumentation phases (ST)

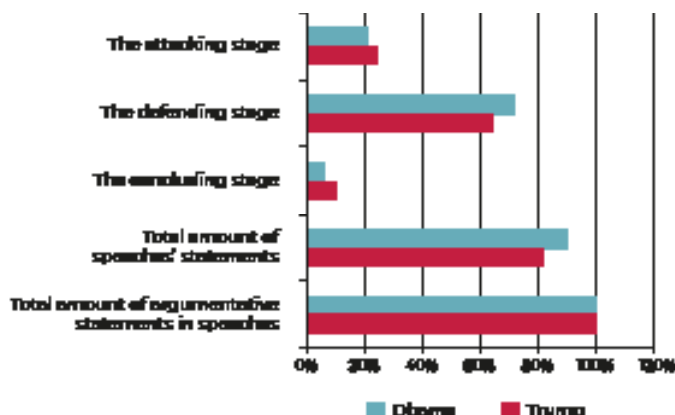
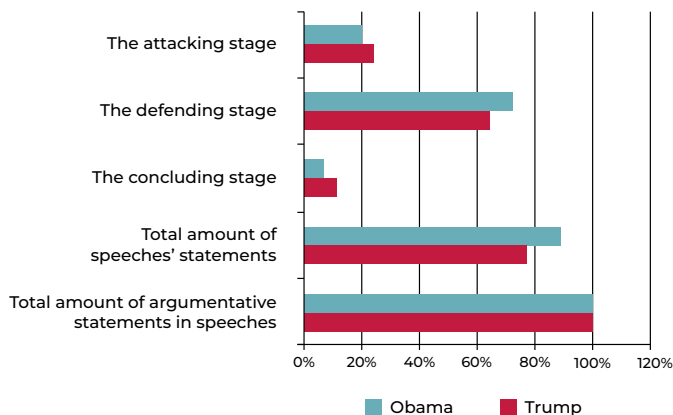


Chart 2. **Analysis of argumentation phases (TT)**

4.2 Results of the analysis of discursive strategies and discursive paradoxes (Gallardo, 2014)

In terms of discursive strategies, we detected a predominant use of lexical and intentional framing strategy by both presidents. Trump tends to employ strategies that allow for more explicitness, direct message through the Principle of Cooperation, and attack on the adversary, while Obama leans towards a more balanced use of self-praise and the pursuit of the common good. Similarly, textual paradox is evident in the use of narrative devices to present arguments with a high degree of persuasiveness in both presidents.

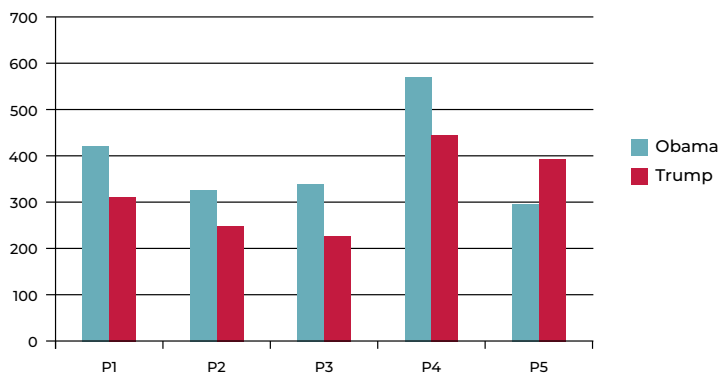
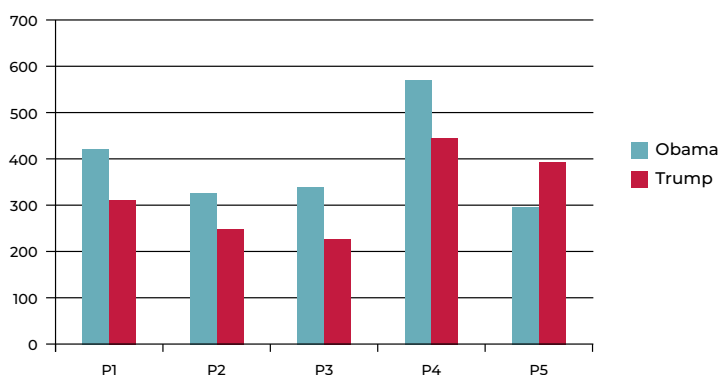
Chart 3. **Discursive strategies and discursive paradoxes (ST)**

Chart 4. Discursive strategies and discursive paradoxes (TT)



4.3 Results of the rhetorical and oratorical analysis

The rhetorical devices used by both presidents remained at a high level of sophistication, although significant differences were observed in the use of metaphors, ironies and rhetorical figures. Quantitative analyses revealed that Trump uses a greater number of repetitions and simplified syntactic structures (simple, short sentences) to emphasise his views so that he can be more accessible to the public, while Obama resorts more frequently to metaphors and rhetorical figures that put the poetic function of language at the forefront of his speeches, in an attempt to be more illustrative and therefore to be able to reach the audience more easily. As we can see, both orators try to reach the audience in the best possible way, but resorting to different strategies: one, through simple, direct messages; the other, through illustrations, notably known for their ability of represent pictures in the mind of the audience, facilitating therefore the assumption of difficult messages (we must remember that politicians in general tend to talk to the audiences as though they [the audience] were politicians too, instead of trying to use a more dynamic, accessible and, above all, informational language).

The quantitative results obtained by means of bar charts make it possible to clearly and systematically visualise these differences, which shows the validity of the mixed-method approach adopted, as shown:

Chart 5. Rhetorical and oratorical analysis (Obama)

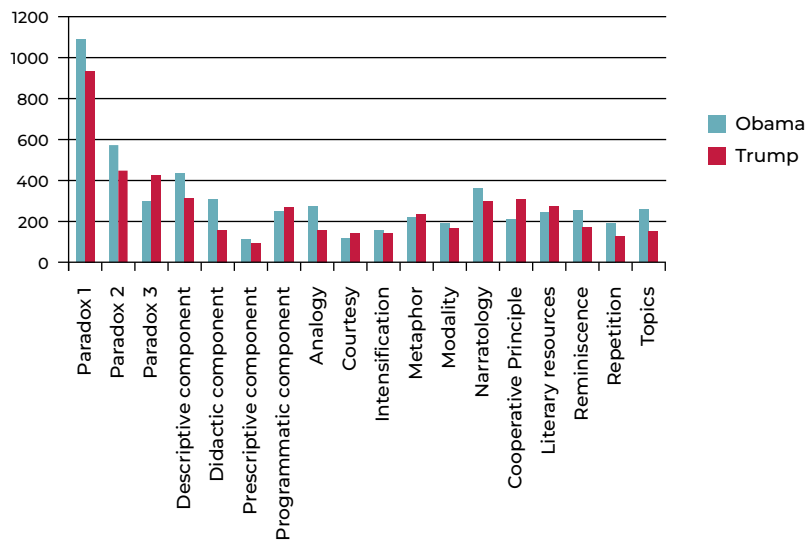
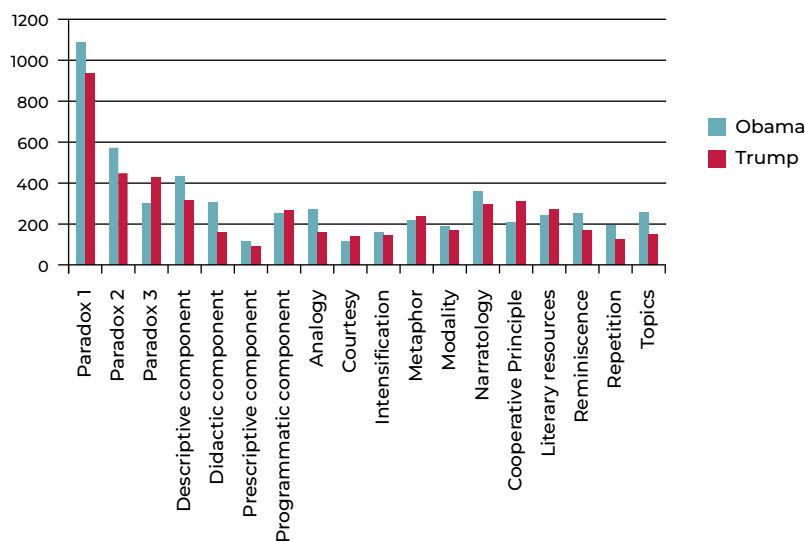


Chart 6. Rhetorical and oratorical analysis (Trump)



The relevance of these results lies in their ability to highlight not only the stylistic differences between Obama’s and Trump’s speeches, but

also the way in which these differences are transferred to their translations. The methodology applied allows us to observe how certain rhetorical and argumentative resources characteristic of each president are adapted or even modified in the translation process. This phenomenon is particularly important in an institutional context such as the White House, where official translations play an essential diplomatic and communicative role. The translational strategy that was the most used was literal translation. Linguistic fidelity, however, does not always correspond to ideological or pragmatic fidelity, which raises relevant questions about the adequacy and coherence of the translations made.

This contrastive analysis also highlights the importance of pragmatics in the translation process. As mentioned in the theoretical section, the pragmatic approach based on the theories of Austin (1962) and Searle (1969) provides an essential framework for understanding how communicative intentions are transferred from one language to another. Pragmatic adequacy does not always correspond to a literal translation; on the contrary, it requires adjustments that allow the underlying meaning to be conveyed effectively. This phenomenon is clearly observed in the institutional translations of the White House, where translational decisions might respond not only to linguistic criteria but possibly also to political and ideological constraints.

Regarding Applied Linguistics, the results obtained show how the formal structure of speeches influences the perception of the translated message. The lexical, syntactic, and rhetorical choices made by translators are not merely technical but involve conscious decisions that affect the reception of the discourse in the target language. This aspect is closely related to the translation theory applied in this study, where adequacy, coherence, and fidelity become fundamental criteria for evaluating the quality of translations.

Finally, the results presented in this section reinforce the importance of adopting an integrative approach, which proves particularly useful in the analysis of translated political speeches, where the interaction between language, ideology, and power acquires an essential dimension.

5. Discussion

The results obtained demonstrate that the approach adopted allows for a thorough and detailed assessment of the political speeches translated by the White House. The combination of qualitative and quantitative methods provides an appropriate framework for identifying recurring patterns in the use of discursive strategies and the ideological manipulation of speeches.

The analysis of argumentative phases reveals significant differences between the discursive styles of Barack H. Obama and Donald J. Trump. Obama is characterised by a more diplomatic and metaphorical approach, sometimes leaning to literary devices to embellish the text, while Trump adopts a more direct and confrontational strategy, making use of the Principle of Cooperation by which the essence of the text in terms of informativity overrides the principles of linguistic courtesy, this one understood under the scope of the traditional pragmatic theory (one may prefer to tell the truth about something, e.g. 'I'm sick', even if the consequence of this may result in undesired social effects, e.g. 'my family and friends will be preoccupied about me'). These differences are reflected not only in the content of the speeches but also in their structure and the use of specific rhetorical techniques.

A relevant aspect to discuss is how the rhetorical resources employed by both presidents influence the perception of their speeches. Notably, Donald J. Trump tends to use more direct and emotional language, which may prove more effective in capturing his audience's attention and reinforcing his messages. Obama, on the other hand, employs a more elaborate and complex discourse, frequently using metaphors and other rhetorical figures aimed at conveying authority, confidence, and legitimacy, both at the same time showing himself as a natural and close leader.

These rhetorical differences not only affect the reception of the original discourse but also its translation. The White House must make translational decisions that ensure both linguistic fidelity and cultural and ideological appropriateness. In this regard, the choice of certain terms or syntactic structures may reveal that the translational strategies employed in the translation of the speeches keep the original message to such a literal closeness through the use of strategies such as literal translations or calques that it results in the target text being difficult to understand.

For example, Trump's tendency to employ repetition and syntactic simplified structures may be seen as a strategy to reinforce his points of view and make them more accessible to his audience. However, in the translation process, these features may be softened or even eliminated. This phenomenon, known as domestication or cultural adaptation, may lead to the intentional modification of the original message (original linguistic structures) to make it more acceptable or comprehensible to the target audience.

Similarly, the analysis of discursive strategies proposed by Gallardo Paúls (2014) provides a useful framework for identifying contradictions or paradoxes within the analysed speeches. The declarative paradox, which manifests when a speaker simultaneously presents themselves as a legitimate authority, is frequently observed in Trump's speeches.

On the other hand, Obama tends to employ subtler strategies aimed at building consensus through the use of literary passages to recreate a picture in the audience's mind. This is reflected in his frequent use of textual paradox, where seemingly contradictory arguments are combined to present a balanced discourse (a narrative story). These stylistic and discursive differences are particularly relevant from a translational perspective, as they can influence how the translated speeches are perceived and understood.

Nonetheless, it is important to note that the use of a mixed-method approach is not without limitations. On the one hand, the application of quantitative methods requires careful selection of analytical criteria and categories. On the other hand, qualitative analysis, while providing a higher level of depth, may be subject to subjective interpretations. Therefore, it is essential that both approaches complement and validate each other to ensure the reliability and validity of the study. In conclusion, the discussion of the results obtained shows that the combined use of qualitative and quantitative methods offers a solid framework for the analysis of translated political speeches. The identification of discursive strategies, rhetorical resources, and argumentative patterns allows for a more comprehensive and detailed analysis that contributes to a better understanding of the mechanisms of adaptation present in institutional translation.

Finally, regarding translation strategies and analysis, the adopted methodology facilitates the identification of ideological and political constraints influencing translational choices, underscoring the relevance of a

contrastive approach integrating both qualitative and quantitative dimensions. The analysis of Spanish-language speeches was conducted independently from the examination of the English-language corpus, enabling a thorough evaluation of the translations. This assessment focused on the transfer of rhetorical devices, discursive strategies, and linguistic features from the originals to the official translations, as well as the translators' decisions to preserve the content and intent of the political discourse. The analytical framework drew on established techniques, notably those proposed by Hurtado Albir (2001), Hurtado and Molina (2002), and the more recent methodology of Daghigh et al. (2018) for political speech translation. These techniques addressed pragmatic, semiotic, and communicative aspects, such as communicative purpose, implicatures, intertextuality, genre, ideological stance, and cultural elements present explicitly or implicitly in the speeches. Additionally, aspects such as coherence, formal structure, the use of rhetorical figures, the context of production, and the interaction between speaker and audience were analysed. It was found that translational decisions could respond to various constraints, including sociocultural, political, and ideological factors. These decisions were assessed to determine their effectiveness in achieving cultural and rhetorical equivalence between the source text (ST) and the target text (TT).

Chart 7. Translation techniques and errors (Obama)

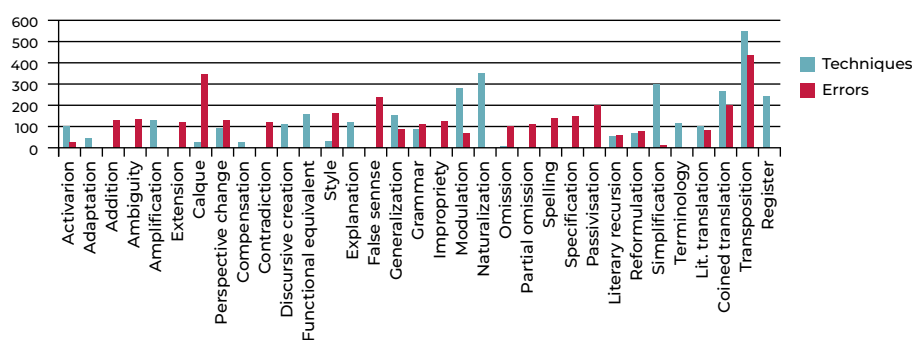
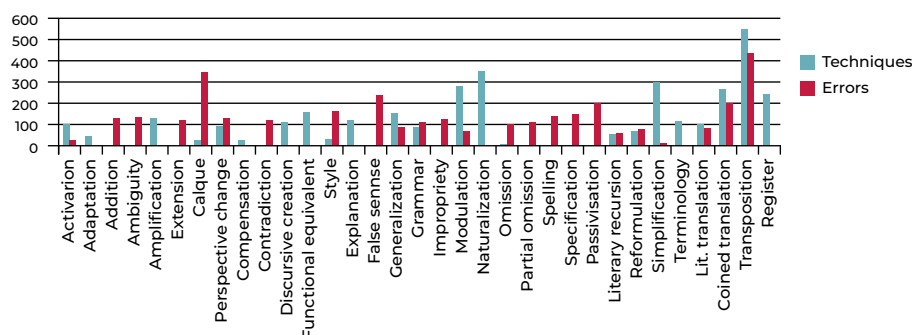


Chart 8. Translation techniques and errors (Trump)



The translational analysis was complemented by a critical approach to identify whether cultural transfer had been successfully accomplished or if deficiencies existed that affected the reception of the message in the target language. This approach made it possible to detect the presence of biases, omissions, or manipulations in the translation process that could distort the original intention of the speech. After the analysis, we could verify that specific techniques such as explicitation, generalisation, modality change, activation, and lexicalisation were applied in the TT. These techniques allowed for an evaluation of whether an adequate and accurate representation of the original speech's content and intention had been achieved. For example, explicitation was used to clarify certain aspects of the original speech that might not be evident in the target language due to cultural differences; while generalisation was applied to simplify complex concepts that might not have an exact equivalent in Spanish regarding terminology. Moreover, the technique of lexicalisation was employed to intensify negative or positive representations of the ST by replacing terms with those carrying stronger semantic connotations. This procedure was particularly useful for assessing how political speeches were presented in the target language with respect to their original intention.

The analysis of the translated speeches was complemented by identifying the argumentative phases proposed by Al-Juwaid (2019) and the textual paradoxes defined by Gallardo (2014). This methodology enabled

an evaluation of how the main and secondary arguments of each speech were translated, as well as their logical and rhetorical coherence in the target language. In conclusion, the analysis of speeches in the target language revealed significant differences in how certain rhetorical and discursive elements were transferred from the ST to the TT. This process allowed for an assessment of the effectiveness of translational decisions and their impact on cultural equivalence. Furthermore, areas were identified where translations could be improved to ensure a more accurate and appropriate transfer of the original message.

Also, thanks to the use of the methodology we have just outlined in this article, we discovered that although the discursive strategies employed by each speaker were essentially different (direct messages in the case of Trump, literary ones in the case of Obama), which also plays a role in the way they conceive their own political persona in their speeches (*ēthos*, *lógos*, *páthos*), the official translated version offered exactly the same translation strategies. In other words, despite the fact that the speeches offered very different challenges, due in part to the way the discourse was conceived, the translation solutions always involved similar strategies, all aimed at preserving the closeness to the original text. The use of automatic translation tools, recognised to date for their closeness to the source text, cannot be demonstrated, but they do open up a translation debate that could only be reached with the qualitative and quantitative data endorsed. The paradox lies in the fact that the translation challenges of two such dissimilar discursive corpora offer the same translation remedy, when the challenges clearly have to be addressed in a differentiated way, as can be seen from the data obtained from the analysis of the target texts. The translation process followed thus adheres to the same pattern, without including defining elements that help to choose the best translating strategy, probably in order to remain as close as possible to the source text and not to make ideological errors. These results, as can be seen, are not only important in terms of translation methodology and theory, but also in translation practice, which can be highlighted both in subsequent research and through discussions in the translation classroom.

6. Conclusions

The conclusions of the article highlight the validity of a mixed-method approach that combines qualitative and quantitative techniques to analyse political speeches translated by the White House. This method enables the identification of discursive patterns, rhetorical strategies, and ideological manipulations, providing contrastable results that surpass the limitations of unidimensional approaches.

Developing a doctoral thesis based on such a precise and varied methodology as the one presented here poses a considerable challenge. The rigour demanded by Critical Discourse Analysis (CDA), alongside the application of pragmatic, linguistic, and translational theories, requires meticulous planning and constant effort to maintain methodological coherence and objectivity in data processing.

The pragmatic approach, grounded in classical theories such as those of Austin (1962) and Searle (1969), provides an essential framework for analysing the communicative intention of political speeches and their suitability to the context. Pragmatics thus becomes a crucial component of discourse analysis, as it enables the identification of argumentative strategies used by speakers to influence their audience. Linguistic theory, in turn, offers fundamental tools to unravel the formal and semantic structure of speeches, allowing for a thorough analysis of the lexical, syntactic, and rhetorical choices that shape the message.

From a Translation Studies perspective, this study is based on functionalist and descriptive principles, where adequacy, fidelity, and coherence play a key role in evaluating institutional translations (Hurtado Albir, 2001). Translation Studies applied to political speeches require not only a deep knowledge of translational techniques but also a critical understanding of the cultural and ideological contexts that influence message transfer. This contrastive analysis makes it possible to assess how certain discursive strategies are modified or adapted when translated, highlighting possible manipulations or alterations for specific purposes.

The research process involved facing considerable methodological difficulties, mainly derived from the need to coherently integrate various theories and approaches. The combination of qualitative and quantitative methods, along with the incorporation of pragmatic, linguistic, and trans-

lational theories, required continuous effort to maintain theoretical and methodological cohesion throughout the entire study. One the major obstacles to comment on here in hindsight would be, as we saw it at the time, analysing large amounts of discursive data, for it proved to be particularly demanding, requiring rigorous efforts in systematisation and categorisation.

Furthermore, the choice of an exhaustive methodological approach reflects a commitment to the discipline's ethical standards and the need to provide a robust and verifiable analysis. The combination of pragmatic, linguistic, and translational theories allowed not only for a thorough analysis of the original and translated speeches but also for the development of a replicable methodological model in other contexts. This effort underscores the importance of a well-founded methodology, particularly in a field where ideological and political factors can influence the translational process. Future research could apply this approach to speeches from various institutions, while always preserving the methodological rigour and ethical commitment that characterise rigorous discourse analysis.

One of the most frequently asked questions posed to us during conferences and academic events concerns the most challenging methodological aspect of the doctoral thesis upon which this article is based. As previously mentioned, conducting a study of this nature demanded a highly rigorous systematisation process, which often translated into a slow and scrupulous effort. This required thoroughly reading each speech, allowing time to pass before analysing the equivalent speech in the target language, systematising the data, storing the results, interpreting them, shaping them, discussing them, comparing them, contrasting them, and, ultimately, allowing the texts themselves to “speak” to us, rather than us speaking to the texts.

When working with textual genres as subjective and ideologically charged as political speeches, there is often a tendency to seek out predefined “labels” borrowed from other studies, demonstrating examples as though conducting a descriptive analysis. For instance, one might attempt to find metaphorical expressions throughout a text, persisting until they are identified; or in the case of a translation analysis, the researcher might search exhaustively for examples of generalisation or modulation. By actively pursuing concrete examples of predetermined categories assumed to

be present, they will inevitably be found. However, this approach ultimately constitutes a descriptive analysis that, in some way, remains biased.

The most valuable guidance we can provide to future researchers working with texts of this nature (texts that warrant the highest respect for compelling scholars to exercise discipline and adhere faithfully to linguistic theories that assist in achieving the greatest possible objectivity from both the source and target texts) is to let the texts themselves “speak.” This means the researcher must limit himself to systematically recording and enumerating concrete examples as they gradually emerge from the text, without assuming that certain categories must necessarily appear because they are inherent to that type of text.

To use a simile, if one were analysing a poetic text, the researcher should not presume the presence of metaphors or hyperboles and pursue them until they are found within the text. Rather, they should allow the text to ultimately demonstrate whether it contains such devices. The absence of these figures in a text does not preclude it from being poetic; it merely reveals a reality that could be highly significant for that particular type of text. And therein lies the novelty contributed by the researcher and the pivotal point of his study. Such a meticulous approach ensures fidelity to the linguistic theories that underpin the study, allowing for a more accurate and nuanced understanding of the texts under scrutiny.

It must be remembered that the researcher’s task is to investigate, never to presume: utilising all the resources available and dedicating as much time as the research demands. Time is of the essence. The relentless pace of global immediacy must not be permitted to undermine the meticulous, measured, and almost artisanal work undertaken by researchers within the Humanities. This fundamental essence must be preserved, and we must actively contribute to its continuity, cherishing each stage of the process. Otherwise, the very motivation that drives the researcher’s endeavour would be rendered incomprehensible. This principle emerges as the fundamental lesson derived from our doctoral thesis, and we believe it serves as the most valuable piece of advice for future researchers.

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Mixed-method approach to institutional political translation: a contrastive study of Obama and Trump

Abstract

This article analyses the methodology used in the author's PhD thesis on the translation of institutional political speeches from the White House. Using a mixed-method approach that combines qualitative and quantitative analyses, it examines speeches by Barack Obama and Donald Trump and their translations into Spanish. Based on the theories of Al-Juwaid, Gallardo Paúls, Fairclough and Van Dijk, we apply techniques of argumentative, discursive and rhetorical analysis. The results reveal significant differences in argumentative structure, the use of rhetorical resources and their translation. The methodology allows us to identify patterns of discursive manipulation and to evaluate the coherence of institutional translations. This work highlights the importance of an integrative approach to analyse translated political speeches from a critical perspective, contributing to the knowledge of institutional translation in political contexts. By means of this mixed-method approach, we seek to establish the suitability of this methodological framework to identify ideological and discursive elements in the discourses analysed as a preliminary phase of the translation process, in this case, in the English/Spanish language pair.

Keywords

Institutional translation, political discourse, mixed-method analysis, translation, discourse analysis, Pragmatics

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