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LITERARY TEXT AND STRATEGIES FOR ITS TRANSLATION**ХУДОЖНИЙ ТЕКСТ ТА СТРАТЕГІЇ ЙОГО ПЕРЕКЛАДУ****Udovichenko H.M. / Удовіченко Г.М.***PhD in Pedagogy, Ass. prof. / к.пед.н., доцент.*

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Abstract. *The problem of artistic translation in connection with the pragmatics of the text, the problems of conveying realities, lexical-semantic and lexical-stylistic transformations, the transfer of individual style features, the influence of the addressee's background knowledge on the choice of translation solutions, the emotionality of literary texts, the transfer of the gender aspect during translation, the transmission of colloquial vocabulary and proper names, linguistic strategies and models, alternative linguistic solutions, the role of the translator as an agent of culture is considered by scientists. Translation is a process of bilingual communication; its main task is to preserve the communicative function of the original in the translation. It is the communicative function that significantly characterizes the features of the elements of content, design by linguistic means, which determines the composition of functional dominants. Adequate transfer of functional dominants is the main solution to the problem of preserving the content invariant, that is, the basis of translation equivalence.*

Ключові слова: *artistic translation, literary texts, translation equivalence.*

Introduction.

Literature is characterized not only by rational, but also by artistic, aesthetic knowledge of reality. Literary texts, reflecting the genre diversity of fiction, have two main functions: influential and aesthetic. Units of many styles are found in such texts, but all stylistic components form a special literary structure and find a new aesthetic function.

The literary text arouses the constant interest of specialists in the field of translation studies, as it is not only a community of certain linguistic phenomena, but also an independent integral phenomenon endowed with characteristics important for the translation process. It is the features of the elements of this type of text that allow the translator to choose a translation strategy. The connection of the special characteristics of the text and the specifics of its translation leads to a general classification, according to which a literary and a non-literary translation are distinguished. Sometimes this division includes thematic subspecies: military translation, legal translation, medical translation.

Presentation of the research results

Researchers consider the problem of artistic translation in connection with the pragmatics of the text, the problems of conveying realities, lexical-semantic and lexical-stylistic transformations, the transfer of individual style features, the influence of the addressee's background knowledge on the choice of translation solutions, the emotionality of literary texts, the transfer of the gender aspect during translation, the transmission of colloquial vocabulary and proper names, linguistic strategies and



models [7], alternative linguistic solutions [2], the role of the translator as an agent of culture [1].

Translation is a process of bilingual communication; its main task is to preserve the communicative function of the original in the translation. It is the communicative function that significantly characterizes the features of the elements of content, design by linguistic means, which determines the composition of functional dominants. Adequate transfer of functional dominants is the main solution to the problem of preserving the content invariant, that is, the basis of translation equivalence. A literary text is characterized by certain features of translation. Thus, the translator always has to solve three problems: the problem of conveying the temporal relevance of the text, the problem of conveying the characteristics of the literary direction, and the problem of conveying the individual style of the author. The translator needs to identify significant elements of the original and find their equivalents, which often have distinct linguistic and stylistic characteristics [3].

At the same time, the literary text reflects culture and traditions, the individual picture of the writer's world, which forms the basis of his creative uniqueness. In this regard, an important role in the process of translating such a text is played by the translator's broad outlook, knowledge in various fields, awareness of the author's personality, the cultural traditions of the society for which the writer wrote, because during translation it is necessary not only to preserve the cultural markers of the text, but also to help the addressee understand them.

Modern translation theory postulates the importance of preserving the national specificity of the original. Other features of this type of translation are the creation of a complete text with all possible characteristics of the original; the use of all the expressive possibilities of the language, accompanied by justified changes of the literary characteristics of the original and emotional and aesthetic information; correct transfer of stable expressions, humor, puns, etc. Standardization of the translation of a literary text can lead to a distortion of its meaning [8]. Regarding the choice of variant counterparts and transformations, all translation decisions are made after consideration of the narrow and broad context of the work. Even if all the subtleties of translation are observed, literary texts are considered only partially translated, since a significant part of their form cannot be transmitted [5]. According to the fair observation of the researchers, the meaning of the literary text has a multi-layered structure, which is created primarily by stylistic means and figurative meanings, artistic figures of speech, word order, its phonosemantic properties, tone and intonation. According to scientists, it is impossible to fully reproduce this multi-component composition in translation, and something has to be sacrificed.

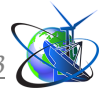
When translating literary texts, their pragmatic aspect acquires special importance, combined with other elements of translation that largely determines the effectiveness of the translation process since it is pragmatics. Modern linguists consider pragmatics in connection with sound-imagery means, antonomasia, prognostic texts, poetic translation, contamination, language personality, language portrait, newspaper headline features, demonological vocabulary, etc.

There are two directions in modern pragmalinguistics: 1) it characterizes the systematic study of the pragmatic resource of language units; 2) demonstrates the



study of the interaction of native speakers in the communicative process. Researchers within the framework of the first scientific paradigm are engaged in establishing boundaries between semantics and pragmatics, the second direction coincides with the theory of speech acts. In other words, pragmatics examines all those situations in which an individual uses language signs. Mechanisms of use mean adequate selection and use of language units, the ultimate goal of communication is to influence the partner. As scientists note, the most important characteristic of pragmatic meaning is the position of the speaker in relation to the addressee. The above-mentioned opinion about the position of the speaker in relation to the addressee finds a new interpretation in the field of the pragmatic aspect of translation, because it is defined primarily as a focus on the recipient and involves obtaining a similar effect from the original and its translation. The problem is that the original and the translation are usually aimed at different audiences. Overcoming this barrier is related to leveling the difference between expectations and perceptions of communicators, in which case their national characteristics should be taken into account. The translator must have considerable knowledge of the language, culture, as unexplained features can lead to culture shock, the original, and the translation must evoke similar reactions in their addressees. Researchers call this ability regulatory influence: influencing the addressee, the text builds his mental activity, his behavior and emotions in a special way. Considering the pragmatic parameter of translation adequacy, it is noted that the communicative effect of the original message should correlate with the communicative effect of the translated message, while this phenomenon should not be perceived as a complete identity of understanding, but only as a correspondence. Translation deals with live speech directed at the recipient, the main problem of translation lies in the different linguistic and cultural levels of the recipient and the source medium of communication. Even the most correct translation cannot be considered relevant if the recipients do not perceive it properly. In this regard, the pragmatic parameter is a significant requirement for achieving full translation adequacy.

The phenomenon of pragmatics cannot be reduced to the term pragmatic meaning, since pragmatics is a much broader concept; it touches on problems related to the understanding of certain messages or signs by the participants of the language process and with different degrees of their perception depending on linguistic and extralinguistic experience. K. Nord, analyzing the markers of functions in artistic texts, singles out among others the appellative function, which is correlated with the recipient of the text. This function is implemented in literary texts by controlling the interpretation of the author's meanings. The creator of the literary text through the use of certain means, primarily poetic means (rhythm, rhyme, assonance) and figurative expressions (metaphors, similes), offers the reader some interpretation of the functional story. At the same time, the interpretive potential of the recipient is closely related to his sensory experience, the power of his imagination. Of particular importance for the further analysis of the translation is the author's conclusion that when transferring the appellative function of literary texts in the translation process, it is necessary to "respect the intention of the author marked in the source text, which directs the interpretation in the right direction".



In the works of Slavic philologists, the result of the translation is determined not only by the correspondence between the original text and the translated text, but also by the relationship between the translator and other participants in the translation process. Even when there is no direct contact between the translator and the other participants, the translator treats the source language text as a message from a specific sender and addressed to a specific audience. They emphasize another aspect of the study of this phenomenon – the pragmatic adaptation of translation. The translator cannot fully convey the given communicative effect; however, if such a task takes place, a pragmatic adaptation of the text should be carried out. Adaptation goes beyond translation as a process of creating a text that is communicatively equivalent to the original. Sometimes the effect of the translated text on the audience can be tested by observing the reaction and making corrections. The need for pragmatic adaptation is also determined by the cultural aspect of the pragmatics of speech, which means the difference in the regulatory impact on the audience of the original and the translation due to discrepancies in the subject and pragmatic components.

Researchers hold different points of view on the problem of adaptation. Thus, V. Koller considers adaptation to be a limited pragmatic equivalence and insists on the use of explanations and descriptions [4]. A. Neubert envisages the mandatory use of adaptations when translating consumer, special texts and opposes the literal translation of such texts [5]. Another researcher notes that the genre of the text affects the degree of its pragmatic adaptation. After all, it should be remembered that adaptation is primarily an intercultural, not an interlinguistic, phenomenon. Another important aspect of translation pragmatics is the pragmatic overtask, characterized by parameters not directly related to the original text, such as the translator's attitude to the ideas contained in the text or to the author's creative style. Carrying out the pragmatic over-task of a given text or speech act, the translator may in some cases neglect the achievement of maximum equivalence, be satisfied with an incomplete or selective translation, seek an impact on the audience of the translation that does not coincide with the intentions and pragmatic potential of the original.

The pragmatics of a literary text is understood as the structure of the author's pragmatic attitudes, characterized by various linguistic means of the author's and character's language, with the aim of influencing the reader and designed for the reader's in-depth perception of these means/

Conclusions.

Thus, we consider pragmalinguistics as a general theory of language activity in connection with a wide field of its study objects: words, speech acts, translation, texts, etc. are studied within the framework of pragmatics. The pragmatics of the text is not identical to the pragmatics of the translation, despite the presence of identical components (addressee, addressee, effect). Most researchers associate the pragmatic aspect of translation with addressee orientation and equivalence, that is, the perception of the final message must correspond to the perception of the original message, while it is about the correspondence of reactions, and not about their complete identity.



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Анотація. Вчені розглядають проблему художнього перекладу у зв'язку з прагматикою тексту, проблемами передачі реалій, лексико-семантичними та лексико-стилістичними трансформаціями, передачею індивідуально-стильових особливостей, впливом фонових знань адресата на вибір перекладацьких рішень, розв'язанням проблеми художнього перекладу, емоційністю художніх текстів, передачею гендерного аспекту під час перекладу, передачею розмовної лексики та власних назв, мовнини стратегіями та моделями, альтернативними мовнини рішеннями, роллю перекладача як агента культури. Переклад — це процес двомовного спілкування; його основне завдання — зберегти в перекладі комунікативну функцію оригіналу. Саме комунікативна функція істотно характеризує особливості елементів змісту, оформлення мовними засобами, що визначає склад функціональних доміант. Адекватна передача функціональних доміант є основним вирішенням проблеми збереження змістового інваріанта, тобто основою еквівалентності перекладу. У сучасній прагмалінгвістиці виділяють два напрями: 1) той, що характеризує системне дослідження прагматичного ресурсу мовних одиниць; 2) той, що демонструє дослідження взаємодії носіїв мови в комунікативному процесі. Ми розглядаємо прагмалінгвістику як загальну теорію мовної діяльності у зв'язку з широким полем її об'єктів дослідження: слова, мовленнєві акти, переклад, тексти тощо вивчаються в рамках прагматики. Прагматика тексту не тотожна прагматиці перекладу, незважаючи на наявність ідентичних компонентів (адресат, адресант, ефект). Прагматичний аспект перекладу більшість дослідників пов'язують із спрямованістю на адресата та еквівалентністю, тобто сприйняття кінцевого повідомлення має відповідати сприйняттю вихідного повідомлення, при цьому йдеться про відповідність реакцій, а не про їх повну тотожність.

Key words: художній переклад, художні тексти, перекладацька еквівалентність

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