

THE LITERARY TRANSLATION

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Annotation: *In this article, the concept of artistic translation is given as a special direction of translation activity, which is the translation of works of art from one language to another. It also reveals the main difficulty of the artistic translation, which consists in the fact that it cannot be misleading, and also because of the author's style of the work, the wealth of linguistic means, humor, character and mood laid down in the text.*

Key words: *concepts, literary translation, linguistics, artistic works.*

According to the opinions of many experts, a literary translation is the most complex kind of translation activity. It will be very difficult to learn such a translation, but in most cases it is impossible. After all, in order to qualitatively translate the artistic works one must have a special innate talent, which should be developed and improved throughout the life.

So what is so special in literary texts and why is it considered as an extremely difficult to translate them?

The concept of literary translation is considered as the one of the special direction of translation, which is the translation of works of art from one language to another. The main difficulty of literary translation is that it has nothing to do with what is not in it.

The literary translation is radically different from legal or scientific and technical translations, which is required extreme accuracy, almost «literalness» when reproducing texts.

The literary translation is not limited only by the field of linguistics and philology, it can be said that is border on art.

To overestimate the importance and role of literary translation is extremely difficult. The indisputable fact is that the world literature itself has arisen, exists and develops and exists precisely because of the artistic translation of various works of literary art. Thanks to it, the names of great writers became known all over the world and their works are accessible to the bearers of different languages and cultures [3, 15].

The need for gifted literary translators is extremely high today. This is due to the fact that artistic translation is not limited to working exclusively with works of art. The translation of journalistic and advertising texts is also in the competence of artistic translators. At the moment there are many sites, magazines, newspapers, news, various articles that need to be translated into various foreign languages.

With the advent of the Internet the dissemination of information has accelerated at times, so the translation must also take place as soon as possible. The task, as you can see, is not easy.

In a word, today translation of art is also in demand in advertising, journalism, theater, and cinema and so on.

It should be noted that a literary texts, as a rule, contain a large number of means of expressiveness and imagery. The transfer of which from an interpreter will require remarkable ingenuity, imagination and a high professionalism. The examples expressions of artistic texts are: metaphors, comparative word combinations, repetitions (lexical, phonetic, morphemic and so on); neologisms, dialectic, professionalism, place names, speaking title, names and surnames and others.

Literary translation is a type of translation in which the source document is fiction.

Translation of literary texts includes:

- literary translation of books, articles, stories and other types of prose,
- literary translation of poems,
- translation of advertising materials,
- translation of other texts.

Having translated such things into another language is difficult. It is appeared because of the lack of direct equivalents, the presence of certain cultural and other differences. This is a great opportunity for interpreter to demonstrate his professional skills. The translator must have a broad spare of vocabulary, including idiomatic expressions and proverbs, be able to correctly select and use special reference books and dictionaries. He must possess as well as a large scope of cultural information regarding the country and the native speakers of the given language- adequate demand that must have any professional artistic translator.

An important feature and complexity of the artistic translation is also transfer the game of words. Very rarely a literal translation allows you to transfer the play of words in the target language. Therefore, the translator has to connect his imagination in order to preserve the humorous component of the text.

The research of the peculiarities and challenges of translation is conducted in philology in various directions as: phraseological, idiomatic, word-formative, lexicological, stylistic, etc. Translation is an important auxiliary tool that ensures the performance of the language of its communicative function in cases where people express their thoughts in different languages [2, 68].

If to talk regarding the features of translation of literature is fundamentally different from other categories, and the features of literary translation of works are numerous. This means that in addition to providing information to the reader, literary translation also serves an aesthetic function. An artistic image created in a particular literary work (whether it is a character or nature image) will certainly have an impact on the reader. For this reason, the literary translator must take into account all the features of the original text. When reading a story, poem or any other literary work translated from a foreign language, we perceive the text itself with its meaning, emotions and characters.

To achieve the main goal of translation, namely to create a certain image for the reader, is a rather difficult task. Therefore, literary translation may have some deviations from the standard rules in order to show what features the writer wanted to convey to the reader. Literal translation according to words cannot reflect the depth and meaning of a literary work. It's all about how the translator perceives it, because you can read a phrase in

different ways. It rewrites the text from start to finish. An experienced translator will be able to convey the skill and humor that the native wanted to display in the book, simultaneously maintaining the style and atmosphere.

Answering the question what it is, literary translation, it should be emphasized that this method of translation requires a creative approach and translation skills. As a consequence, this method causes a lot of controversy in science. One of the most common translation difficulties is that the source and target languages are different cultures.

In a whole the translation is an important auxiliary tool, ensuring the performance of the language of its communicative function in cases where people express their thoughts in different languages. The possibilities of translation are reflected in the peculiarities of translating artistic texts with their expressiveness and specific functions.

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