

CHALLENGES IN TRANSLATING LITERARY TEXTS (ON THE EXAMPLE OF FRANCIS SCOTT FITZGERALD'S "THE GREAT GATSBY")

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Abstract: Literary translation is a kind of literary creativity that involves the reconstruction of a literary text of one language by means of another. The translator of a literary text acts as a writer and poet, co-author of the work. Literary translation requires the translator to have certain knowledge, skills and abilities, a deep understanding of the content of the work, and creative approach in maintaining the creative individuality of the author of the literary work. The present article describes possible difficulties translators face in translating literary texts, and suggests several principles for adequate literary translation.

Key words: literary text, literary translation, The Great Gatsby, artistic and aesthetic impact, author's style, linguistic factors, non-linguistic factors.

INTRODUCTION

Literary translation has several characteristics that make it distinctive from other types of translation and embodies features specific to it. The results of literature analysis show that the main peculiarities of literary translation are the compliance with the stylistic features of the source text, compliance with the cultural characteristics of the text, artistic and aesthetic impact on the reader, emphasis on the transfer of various expressive means of imagery, emotionality, and creative individuality of the translator.

All types of translation requires great effort, but recreating artistic qualities, the spirit and effects of a text in a target language demands a higher amount of attention and deep analysis. Therefore, the translators are expected to have acquired extensive artistic skills along with efficient language abilities.

The main difficulty in translating a literary text is the transference of author's individual style. Literary translation requires not only the preservation of the semantic content of the original, but also the maintenance of the authors' expression and their unique writing styles. The writer's style depends on the idiolect, that is, the totality of individual features of a person's language, influenced by nationality, age, field of activity, worldview. The individual use of these means forms the author's manner, on the basis of which the writer's idiosyncrasy is formed. Preserving author's style is challenging because it involves understanding and transmitting all the nuances and double meanings in the original text, while also making the translation read naturally in the target language. Translators face difficulties in implementing appropriate translation techniques to evoke the same understanding and feelings from the readers as the original text. The task is so complex that the translator is often viewed more as a second author.

Another challenge of translating literary texts lies in translating specific lexemes, particularly polysemantic words, slangs, socio-political, historical terms, toponyms, phraseological units and others. Even one word in a text can be troublesome for literary translators as they are required transfer the meaning and the message of words or phrases that have been chosen by the author

for a particular purpose. The more challenging case time for a translator is the absence of direct translation of a specific word or phrase or when several options are available and each one has a specific purpose of use. Lexical units in different languages differ from each other. At the same time, some units are not directly translated simply because of the lack of a direct analogue in the language. Therefore, the translator needs to find, or even create the analogue. A separate category is phrases and words that are fundamentally not translated or have a deeper meaning than a literal translation. Apparently, conveying the most accurate semantics of the lexical unit is challenging for a literary translator due to differences in the concept or phenomenon in different languages, or because of the difference in the semantic scope of the lexical unit. In this case, the translator is required to choose the most appropriate option by analyzing the near context, or create a lexical transformation, i.e. to change the semantic core of a translated word.

Lexical units with a cultural component in their meaning such as words representing life of people, ethnographic realia, historical, socio-political terms for example, present great difficulties for translators. Their references to culture, lifestyle in the literary work may be understood by readers who speak the same language as the author or have the same ethnic background. Therefore, it causes difficulties for a translator to deliver that kind of inherent knowledge to the reader speaking another language and may not be familiar with the cultural oddities of the original language.

Francis Scott Fitzgerald's novel "The Great Gatsby" includes a variety of realia. For instance, in the following extract Fitzgerald mentions the American dancer and comedian Joe Frisco, well-known at that period, who invented the Black Bottom dance:

"Suddenly one of the gypsies, in trembling opal, seizes a cocktail out of the air, dumps it down for courage and, moving her hands like Frisco, dances out alone on the canvas platform." [Fitzgerald, 2004: 33].

The writer compares the dance of one of the girls at Gatsby's feast with the way this dancer moved. This comparison highlights the atmosphere and culture of that era.

Some other examples include such ethnographic units as the Follies, a famous variety show in New York; pasty pigs, piglets baked in dough; bootlegger, a person who brought illegal drinks into the country across the ocean or across the Canadian border; a delicatessen shop - a culinary shop, that also represent the culture of that period. Therefore, the translator needs to find an appropriate approach to convey the atmosphere and deliver the cultural knowledge to readers.

Komissarov states that in translation one language is replaced by another, and due to differences in cultures and other non-linguistic factors, it is hardly possible to achieve complete identity [Komissarov, 1990]. He suggests that in order to achieve a high-quality and adequate translation of a work, the translator must dive into the work, understand its problems and the author's idea. As cited in Richard Brooks, a translator Fahmida Riaz, also agrees that every piece being translated "comes from the pen of an individual, so you have to give it an individual treatment". He adds that he tries "to retain the ambience of the original culture, rather than the language, as it is reflected in the text" [Brooks, 2017].

Apparently, it is suggested that a translator should not only follow the plot and the word of the author when translating, but also convey the expressiveness of the work, the distinctive style of the author of the work.

In this respect, translators need to study words and concepts as well as create the artistic representations that will have an influence on readers, so that they could feel the literary text through the poetic images and the artistic representations conveyed in the original text and presented in the translation. Obviously, translating a text means creating a work of art in another language, requiring the translator to be sensitive and imaginatively creative. Therefore, the investigation of style, is the most fundamental issue in the translation of literary texts.

In other words, the goal of translation is not to remake the text for someone's perception, but to preserve the content, functions, style, stylistic, communicative and artistic values of the original.

CONCLUSION

It is apparent that all types of translation requires great effort, but literary translation, recreating qualities, the spirit and effects of a literary text in a target language demands a higher amount of attention and deep analysis, particularly in terms of finding equivalences. The difficulties in translating literary texts lie in the fact that it is necessary not only to convey the meaning of the text, but also to preserve the uniqueness of the author's style. It is important to convey the atmosphere and richness of language techniques.

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