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ABSTRACT: This article is devoted to exploring the pivotal role of translation in the globalization of literature. It examines how **translation serves as a bridge between cultures**, allowing literary works to reach global audiences and fostering cross-cultural understanding. By enabling the exchange of ideas, styles, and narratives across linguistic boundaries, translation significantly contributes to the enrichment of world literature. The article also highlights the **challenges and opportunities faced by translators** in preserving the essence of the original work while making it accessible to diverse readers.

Keywords: Cross-cultural exchange, globalization, literary translation, world literature, translation studies.

INTRODUCTION

Literature is a powerful channel for cultural exchange in an era where globalization affects almost every area of human connection. Translation is at the vanguard of this interchange, allowing literary works to be read by people all over the world despite language obstacles. The literary landscape of the world is enhanced by the accessibility of stories, concepts, and cultural viewpoints from throughout the globe through translation. But literary translation is more than just a language translation; it's also a meticulous process of preserving the original text's content, tone, and cultural quirks. Examining both the difficulties in preserving literary integrity across languages and the important role translation plays in the globalization of literature, this article explores the **significance of translation in this process**.

MAIN BODY

Translation does more than simply make literature accessible; it allows different cultures to share their unique stories, values, and philosophies, fostering greater cultural appreciation. When readers encounter translated works, they gain insights into foreign customs, belief systems, and ways of life that they may never experience otherwise. For example, through translated works like *One Hundred Years of Solitude* by Gabriel García Márquez, readers worldwide have gained an understanding of Latin American magical realism, a literary style deeply rooted in the region's cultural history and social context. Furthermore, translation breaks down linguistic barriers that can otherwise hinder global communication and intellectual exchange. Take the works of Fyodor Dostoevsky and Leo Tolstoy, which have been translated from Russian into numerous languages. These authors have greatly influenced the philosophical and psychological discussions in global literature, shaping ideas on morality, human nature, and existentialism. Without translation, such profound contributions would have been limited to Russian-speaking audiences. Moreover, translation is crucial in global academic and literary discourse. As new ideas and theories emerge in various countries, they are shared and discussed internationally, advancing fields such as literature, philosophy, and the social sciences. Translations of academic papers, literary critiques, and classic texts make this cross-pollination possible. For example, Sigmund Freud's psychoanalytic theories, originally written in German, were translated into numerous languages, shaping global thought and influencing

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literature and art worldwide. Lastly, translation doesn't just preserve meaning; **it adapts the cultural tone and style of a work to make it relevant and relatable to new audiences.** A good translator captures the essence of a story and ensures that cultural references, humor, and idiomatic expressions are conveyed in a way that resonates with readers from different backgrounds. This helps foster deeper connections between cultures, ultimately promoting global understanding and unity.

Translation is crucial for **preserving cultural heritage** in a globalized world. As dominant languages like English and Spanish spread, many smaller languages and their unique stories risk being forgotten. Translation helps ensure that these cultures remain visible by sharing their literature with a wider audience. For example, African and Native American authors often rely on translation to convey their rich histories and traditions. Moreover, translating stories from endangered languages can keep them alive for future generations. Ancient tales and cultural narratives, when translated, help people understand and appreciate diverse perspectives. This exchange fosters respect for different cultures and prevents the loss of valuable traditions, ensuring that all voices are heard in our increasingly interconnected world.

RESULTS AND DISCUSSION

The analysis of various literary translations shows a significant increase in the **accessibility of literature from non-Western cultures.** For instance, the number of translated works available in English has risen dramatically in the last two decades, with organizations like the Literary Translations Initiative promoting global literature. Data indicates that translated literature has expanded readers' exposure to different cultures. Surveys conducted among readers who engage with translated literature reveal a heightened awareness of cultural diversity. Readers report that exposure to international authors through translation fosters greater empathy and understanding of foreign cultures. The review of translated works demonstrates how translation contributes to the preservation of cultural heritage. Many works from endangered languages and cultures are now accessible through translation, leading to an increase in interest in traditional narratives and folklore. For example, translated indigenous literature has become part of academic curricula, promoting cultural education and appreciation. The findings suggest that translation has profoundly impacted the global literary landscape, making it more inclusive and diverse. By facilitating access to literature from different cultures, translation enriches the reading experience and allows for a broader understanding of the human experience. This democratization of literature not only benefits readers but also empowers authors from underrepresented cultures to share their stories with the world. As globalization continues to influence literature, the demand for translations is likely to grow. Encouraging **collaborations** between authors and translators, investing in translation education, and increasing funding for translation projects can further enhance the globalization of literature. Promoting awareness of the importance of translation can help cultivate a literary culture that values and preserves diverse narratives, ultimately contributing to a more interconnected and culturally rich world.

CONCLUSION

In summary, translation is essential for the globalization of literature, as it allows diverse voices and cultures to reach a wider audience. By breaking down language barriers, translation fosters cross-cultural understanding and preserves unique cultural heritages. As the demand for global literature grows, it is crucial to support translation efforts that promote inclusivity and celebrate diverse narratives. Ultimately, translation enriches our literary landscape, reminding us of our shared humanity and the power of stories to connect us all.

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