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CHALLENGES IN TRANSLATING EXPRESSIVE MEANS AND STYLISTIC DEVICES (BASED ON THE NOVEL "THE GREAT GATSBY" BY F.SCOTT FITZGERALD)

Abstract

The article investigates the problems of translating expressive means and stylistic devices on the basis of the novel "The Great Gatsby" by F.Scott Fitzgerald. Transfer of stylistic elements in literary translation plays an important role, as it provides accurate perception of the emotional tone, atmosphere and the main idea of the original work. The main attention was paid to analysis of the original text and its translation, which revealed the difficulties associated with transmission of symbols, metaphors, allusions and other expressive means. Special attention was also paid to the metaphor 'green light' as an important symbol of the American culture. The analysis showed that the use of strategies such as adaptation, compensation, descriptive translation and selection of equivalents contributes to a more accurate and deeper understanding of the translated text. An arsenal of techniques that help in preserving the author's style in translation was revealed.

Keywords: expressive means, stylistic devices, target language, text perception, translation strategies.

Introduction. The translation of expressive means and stylistic devices in literary texts represents one of the most complex challenges in translation practice. The challenge becomes especially significant when translating texts with distinctive and recognizable authorial style, such as "The Great Gatsby" by F. Scott Fitzgerald. The novel is notable for its vivid imagery, rich use of metaphors, symbolism, cultural allusions and other stylistic devices that convey both the plot and the atmosphere of the era, the inner worlds of the characters and the author's own perspective [1].

Stylistic devices and expressive means have always played a key role in shaping the artistic world of a work and in the reader's perception of the text. Furthermore, during translation process, they require not only linguistic accuracy but also artistic intuition, as well as the ability to convey the emotional and aesthetic atmosphere of the original. However, languages often represent challenges, such as the non-equivalence at both the lexical and cultural aspects, which, in turn, makes a literal translation impossible. Therefore, its require complex decisions from a translator, including the choice between a literal translation and the adaptation or transformation of the original. Thus, the main task of the translator is to find balance between fidelity to the original and the author's creative approach, which preserves the main idea of the text. It's also important for the translator to have a deep knowledge of both cultures and languages to convey the essence of the work into the target language more effectively [2].

Theoretical analysis. Stylistic devices and expressive means have been studied for centuries. Scholars such as Aristotle and other philosophers in ancient times analyzed how language can influence the audience. Nowadays, these elements play an important role not only in literature, but also in other fields, such as media, advertising and even digital communication [3].

Actually, expressive means and stylistic devices refer to language elements that serve an aesthetic function in a text and help the author convey a certain mood, tone and build a unique artistic world. They are commonly classified in several levels. The lexical level includes tropes(such as metaphor, metonymy, epithet, simile, and hyperbole), which play a key role in creating imagery within the text. The syntactic level involves rhetorical questions, inversion, anaphora, parallelism, and gradation, which form the rhythm and structure of the utterance. Finally, phonetic level refer to the devices, such as alliteration and assonance add musicality and expressiveness to the text and are commonly found in poetry than in prose [4].

It is important to emphasize that scholars divide stylistic devices and expressive means into various types depending on their function and structure. One of the first to make a significant

contribution to the development of stylistics was scholar Vladimir Vinogradov, who classified stylistic devices based on their functional role in language, distinguishing various levels-lexical, stylistic and phonetic. The second scholar, Ilya Galperin, also categorized stylistic devices into these levels, but his approach differed by focusing on a more detailed examination of the functional aspects of each level. Moreover, he emphasized that stylistic devices can also influence the structure of the text, not just create imagery and emotions, which significantly expanded his understanding of the role of stylistics in language. The third scholar, Yuri Skrebnev proposed his own approach, focusing on the impact of stylistic devices on the perception of the text and their connection within the context.

Any literary work is a way to create a certain mood and depth of meaning. That's why the expressive means and stylistic devices are considered as the basis of a literary text. Stylistic devices and expressive means are essential tools, as they help to convey emotional and artistic nuances, form the author's style, emphasize important aspects of the plot, play a role in realization of author's intention and reveal the content and the main idea of their work. There are also many peculiarities and firstly creating imagery, in other words using devices such as metaphors or epithets-allows authors to convey ideas through vivid images, making the text more lively and expressive. Secondly, enhancing emotional impact-through the choice of specific words or expressions, the stylistic devices give the text a distinct atmosphere and evoke certain emotions, such as joy, melancholy, or fear. Thirdly, they help shape an individual and recognizable authorial way, which, in turn, distinguishes one author from another. Fourthly, they help convey the desired atmosphere. For example, stylistic devices such as alliteration and assonance immerse readers in a dark, tense, or depressive mood, depending on the author's original idea. And finally, one of the key peculiarities is that stylistic devices and expressive means help deepen the meaning of a literary work. Irony, paradox, and other devices help reveal hidden layers of meaning, making the text more ambiguous and profound, and attracting the reader's attention.

According to stylistic theory and linguistic research, the main functions involve: enhancing expressiveness and emotionality of the text. Through various stylistic devices readers can feel the character's emotions and understand the author's viewpoint, their attitude toward events. With the help of stylistic devices readers can perceive the emotional state of the characters and they can evoke empathy and other senses. And as a result, the readers can fully understand what author want convey to us. Revealing character traits and individuality means that stylistic devices can easily reveal the personality of the characters. On the other hand, a character' speech says a lot-for example, they may use a polite style in the text, which indicates their high status and intelligence. Forming the author's style and the atmosphere of the work also consider as the main function. Every author has a unique style, and it mostly depends on his choice of vocabulary, expression and the structure of sentences. The preference of short and simple sentences usually emphasize key ideas and essential details, also it highlights the minimalism. While other authors prefer to employ long and complex sentences with an abundance of expressive phrases, this can only demonstrate that author likes detailed descriptions, deep conveyance of thoughts and emotions [5].

However, in the translation of literary works into another language, the translator faces a number of difficulties related to conveying stylistic elements. The most common problems include maintaining equivalence and adequacy of the original, as well as the loss of expressiveness and emotional impact of the original. Stylistic devices that have no direct counterparts in the target language also present a major challenge, making it difficult to accurately convey the meaning and atmosphere of the text. Moreover, translators often face challenges such as cultural differences and linguistic barriers. In other words, the translator must take into account the cultural specifics of images and realities. For example, in the case of English-language literature, in the novel "The Great Gatsby", written in the early 20th century, there are a lot of vivid and clear allusions and symbols, such as the "green light", which represents Gatsby's dream, as well as the parties and jazz, reflecting the atmosphere and culture of this era and the American dream [6].

Nevertheless, to overcome these difficulties, translators use various strategies. The main strategies include literal translation, which preserves the exact word-for-word translation of the original and generally retains the sentence structure; adaptation, which involves modifying the text

according to the cultural and linguistic aspects of the target audience; and the compensation method, which is used when certain expressive means cannot be directly conveyed, allowing the translator to compensate it with another element in order to maintain the effect of the text. There are also other strategies used by translators, such as the method of descriptive translation, where the main goal is to clearly explain certain stylistic devices using additional words and elaboration. Another approach is the use of equivalents, where the translator finds similar or analogous words in the target language in order to convey the emotional tone of the original text [7].

Experimental part. The practical part of the research focused on studying the peculiarities of conveying stylistic devices and expressive means when translating a literary text from English to Russian. The aim of this analysis was to examine the methods and approaches to conveying stylistic devices and expressive means.

The selected material was F. Scott Fitzgerald's novel "The Great Gatsby", which is rich in symbolism, allusions, metaphors, epithets and other expressive means.

During the analysis, various strategies used in translation were considered, such as adaptation, compensation, the method of descriptive translation, and the use of equivalents. These strategies helped accurately convey the stylistic devices and cultural references of the original, while also preserving the emotional atmosphere of the text. For example, adaptation played a key role in translating cultural contexts specific to the early 20th century. We would also like to note that the descriptive translation method was essential, as it allowed to precisely explain complex images and symbols that were unfamiliar to our culture. In other cases, compensation was used to convey expressive means that didn't have direct equivalents in Russian, while the use of equivalents was helpful for transmitting elements of early 20th century American culture.

Special attention was given to translation challenges, such as the metaphor "green light", which in the context of this novel is a crucial symbol of the American dream and the pursuit of happiness. This metaphor was difficult to translate because it is only a figurative expression and has deep cultural and historical roots. According to the original meaning, it symbolizes illusions and dream of the main character of the novel - Jay Gatsby about returning to the past and his desperate hopes for a bright future with Daisy. Although the main meaning of the "green light" is to represent the pursuit of something unattainable, others also propose different interpretations. This is mainly due to the fact that green color in American culture can symbolize many things, such as money and prosperity, as well as growth and a fresh start, which often associated with spring and nature. Another interpretation is that green is frequently associated with moving forward, because of the green traffic light. That's why this expression is often ambiguous, which cause problems in translation due to cultural differences. Overall the author of this novel just wanted to illustrate to the readers Gatsby's obsession with the past and his belief in the possibility of reclaiming what has been lost.

Through the analysis, we thoroughly demonstrated that translation can be quite complex, especially when translating specific elements that require direct equivalents in the language. Furthermore, certain difficulties arose in conveying cultural realities and linguistic aspects, such as images and symbols characteristic of early 20th century American society. Thus, we aimed to prove that a successful translation requires not only language proficiency but also a deep understanding of the cultural context and the author's intent.

Results. During the translation analysis of stylistic devices and expressive means in F. Scott Fitzgerald's novel "The Great Gatsby", the key challenges encountered by the translator in conveying the original text were identified.

First of all, the metaphor "green light", symbolizing the pursuit of the American dream is a key element in the work. Therefore, during the translation process, a challenge arose because there is no direct equivalent for this symbol, which required the use of adaptation and descriptive translation.

Secondly, the novel frequently featured metaphors and allusions that demanded precise understandings of the context and cultural realities of that time, it means that strategies like compensation and the search of equivalents was very useful as they preserve the emotional tone of the text.

Furthermore, the challenge lay in translating cultural realities, such as images that were characteristic of American culture in the 1920s. Therefore, to translate them accurately, compensation was applied, where cultural realities were replaced with similar ones and more familiar to our culture and audience, without losing meaning.

Conclusion. In summary, we would like to say that the analysis of the translation greatly demonstrated that the use of various strategies is necessary to preserve stylistic devices and the author's style. These strategies include adaptation, compensation, descriptive translation, and the selection of equivalents, which help to maintain the emotional tone and cultural aspects of the original. It is important to note that a successful translation requires not only knowledge of the language but also a deep understanding of cultural realities, which allows for a more conveyance of the author's intent and ensures adequate perception of the text in another language. Consequently, this analysis emphasized the necessity of using the effective strategies that guarantee a precise and correct translation.

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ЭКСПРЕССИВТІ ҚҰРАЛДАР мен СТИЛИСТИКАЛЫҚ ҚҰРЫЛҒЫЛАРДЫ АУДАРУДАҒЫ ҚИЫНДЫҚТАР (Ф. СКОТТ ФИЦДЖЕРАЛЬДТЫҢ "ҰЛЫ ГЭТСБИ" РОМАНЫ БОЙЫНША)

Түйін

Бұл мақалада Ф. Скотт Фицджеральдтың «Ұлы Гэтсби» романы негізінде бейнелеу құралдары мен стильдік тәсілдерді аударуда кездесетін мәселелер зерттеледі. Көркем аудармада стильдік элементтерді дәл жеткізу үлкен маңызға ие, өйткені олар түпнұсқа шығарманың эмоционалдық үні, атмосферасы мен негізгі идеясын қабылдауға мүмкіндік береді. Негізгі назар түпнұсқа мәтін мен оның аудармасына жасалған талдауға аударылып, символдар, метафоралар, аллюзиялар және басқа да бейнелеу құралдарын жеткізудегі қиындықтар анықталды. Әсіресе, американдық мәдениетінің маңызды символына айналған «жасыл шам» метафорасына ерекше көңіл бөлінді. Талдау көрсеткендей, бейімдеу, компенсация, сипаттамалық аударма және баламалар таңдау сияқты стратегияларды қолдану аударманың мазмұнын терең әрі дәл жеткізуге септігін тигізеді. Сонымен қатар, авторлық стильді сақтап қалуға көмектесетін түрлі тәсілдер бар екені анықталды. Мақалада аударма тәжірибесіне байланысты мәселелерді талдаудың маңыздылығы да атап өтіледі.

Кілттік сөздер: экспрессивті құралдар, стилистикалық құрылғылар, мақсатты тіл, мәтінді қабылдау, аударма стратегиялары.

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ПРОБЛЕМЫ ПЕРЕВОДА С ИСПОЛЬЗОВАНИЕМ ВЫРАЗИТЕЛЬНЫХ СРЕДСТВ И СТИЛИСТИЧЕСКИХ ПРИЕМОВ (ПО РОМАНУ Ф. СКОТТА ФИЦДЖЕРАЛЬДА "ВЕЛИКИЙ ГЭТСБИ")

Аннотация

Данная статья исследует проблемы перевода выразительных средств и стилистических приемов на основе романа «Великий Гэтсби» Ф. Скотта Фицджеральда. Передача стилистических элементов в литературном переводе играет важную роль, так как она обеспечивает точное восприятие эмоционального тона, атмосферы и основной идеи оригинального произведения. Основное внимание уделено анализу оригинального текста и его перевода, который выявил сложности, связанные с передачей символов, метафор, аллюзий и других выразительных средств. Особое внимание было также уделено метафоре «зеленый свет», как важному символу американской культуры. Анализ показал, что использование таких стратегий, как адаптация, компенсация, описательный перевод и подбор эквивалентов способствует более точному и глубокому пониманию переведенного текста. Кроме того, анализ показал, что существует множество приемов, которые помогают сохранить авторский стиль в переводе. Статья также подчеркивает важность анализа проблем, связанных с практикой перевода.

Ключевые слова: выразительные средства, стилистические приемы, язык перевода, восприятие текста, стратегии перевода.

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