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THE ROLE OF LITERARY TRANSLATION IN SHAPING A NATION`S CULTURAL IMAGE ON THE GLOBAL STAGE

Literary translation plays a key role in shaping a nation's cultural image on the international stage. Through translation, national literature becomes accessible to the global community, promoting mutual understanding and cultural exchange among nations. Translating literary works allows other peoples to become familiar with unique aspects of a nation's culture, history, and mentality. For example, translations of Taras Shevchenko's works into English reveal the richness of Ukrainian poetry and national spirit to foreign readers. This contributes to the formation of a positive image of Ukraine and increases interest in its cultural heritage.

Literary translation helps break stereotypes and prejudices by providing an authentic view of another culture's life and values. Literary translation, in turn, can counteract such tendencies by offering a deeper understanding and fostering intercultural dialogue, because modern media often shape stereotypes about different cultures. Translation not only enriches other cultures with knowledge about the nation but also helps the nation itself preserve its cultural identity in a globalized world. For instance, Ukrainian literary works translated into foreign languages help maintain Ukrainian cultural heritage within the diaspora. Translations of Lina Kostenko and Yuri Andrukhovych's works into English not only introduce foreigners to Ukrainian literature but also maintain the connection of Ukrainians abroad with their native

culture.

An important example of successful literary translation is Mykhailo Kotsiubynsky's novel "Shadows of Forgotten Ancestors", translated into English. This work introduced the world to the uniqueness of Hutsul culture and Ukrainian folklore, thereby increasing interest in Ukrainian literature and culture as a whole. Similarly, translations of contemporary Ukrainian authors, such as Serhiy Zhadan and Oksana Zabuzhko, shape a modern image of Ukraine in the eyes of the international community.

Literary translation also plays a significant role in the political context. For example, the translation of Ukrainian war diaries, particularly those highlighting the events of the Russo-Ukrainian war, helps the international community better understand the realities faced by Ukrainians. Such translations strengthen support for Ukraine among other countries and emphasize the importance of cultural diplomacy. The translation of classical literature also shapes the nation's image. Works by Ivan Franko and Lesya Ukrainka, translated into foreign languages, enable other nations to gain a deeper understanding of Ukrainian history and social processes. For example, the translation of Ivan Franko's "Moses" into French allows French readers to grasp the symbolic struggle of the Ukrainian people for independence.

Thus, literary translation is a powerful tool for shaping and disseminating a nation's cultural image globally. It not only introduces the world to national literature but also promotes mutual understanding, breaks stereotypes, and fosters multiculturalism. Oksana Chaika's research highlights the importance of translation in modern multicultural society and its role in training professionals capable of effectively operating in a globalized environment.

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