THE INFLUENCE OF TRANSLATION ON GLOBAL LITERATURE CIRCULATION

Safarov Ilyosbek Isroil o‘g‘li,
Tashkent International University of Financial Management and Technologies,
2nd year student of the educational direction “Philology and Language Teaching” (English),
Scientific supervisor: **Kholmuminov Ilkhom Abdikhalilovich**,
Tashkent International University of Financial Management and Technologies, PhD Associate Professor

Abstract: *This article explores the important role of translation in the dissemination of world literature. Translation not only serves as a bridge between languages, but also strengthens cultural exchange and ensures the global dissemination of literary works. The article analyzes in detail the historical development, cultural influence, and significance of translation in the modern context. According to the research results, translation increases the diversity of literature and expands the worldview of readers. The article is intended for academic and general readers and highlights the role of literature in global dissemination processes.*

Keywords: *Translation, world literature, cultural exchange, literary dissemination, globalization, bridge between languages, literary diversification, student worldview, historical development.*

Аннотация: *Это статья исследует важную роль перевода в распространении мировой литературы. Перевод не только служит мостом между языками, но и усиливает культурный обмен и обеспечивает распространение литературных произведений в глобальном масштабе. В статье подробно анализируется историческое*

развитие, культурное влияние и значение перевода в современном контексте. Согласно результатам исследования, перевод повышает разнообразие литературы и расширяет кругозор читателей. Статья предназначена для академических и широкого круга читателей и освещает роль распространения литературы в глобальных процессах.

Ключевые слова: *Перевод, мировая литература, культурный обмен, литературное распространение, глобализация, мост между языками, литературная диверсификация, мировоззрение читателя, историческое развитие.*

Introduction

Literature is one of humanity's oldest and most influential art forms. Through it, thoughts, values, and experiences are transmitted. However, the transition of literary works from one language to another is a complex process, the main means of which is translation. The topic of the influence of translation on the spread of world literature is especially relevant today in the era of globalization. In this article, we will analyze the role of translation in literary dissemination, considering its historical, cultural, and contemporary aspects. Translation is not only the transformation of words, but also the process of conveying a cultural context. It delivers literature from a limited audience to global readers. For example, Eastern literature spread to the West, or vice versa, only through translation. This process contributes to the development of literature, as well as to mutual understanding between societies.The purpose of the article is to identify the positive and negative aspects of translation in literary dissemination, to assess its place in global literature. Historical examples, modern trends, and theories of literary studies are used for the research. As a result, translation contributes to the transformation of literature into a universal language.

Main body

Historical Role of Translation: The role of translation in literary dissemination dates back to ancient times. During the period of Ancient Rome and Greece, the translation of literary works intensified cultural exchange. For example, the translations of Aristotle's works into Latin influenced Western philosophy. In the Middle Ages, the translation of scientific and literary texts from Arabic into Latin laid the foundation for the European Renaissance. During this period, translation became not only a means of transmitting knowledge, but also an enrichment of literary traditions.

In the 19th century, with the development of national literature, translation became even more important. Russian literature, for example, through the English translation of the works of Lev Tolstoy and Fyodor Dostoevsky, spread throughout the world. Also, Eastern literature – in particular, the stories of "Ming bir kecha" – influenced the West. These examples show that translation takes literature beyond national borders and transforms it into a global heritage. Historically, translation also developed under the influence of colonialism and empires. During the British Empire, Indian literature was introduced to Western readers through English translation. This process accelerated the spread of literature, but sometimes led to the loss of cultural context. Nevertheless, translation remained a necessary tool for preserving and updating literature.

Importance in cultural exchange: Translation is the main mechanism of cultural exchange. It removes barriers between languages and conveys the meaning of literary works. For example, Gabriel García Márquez's novel "One Hundred Years of Solitude," through its translation into many languages, introduced Latin American literature on a global scale. Through this work, students understood the style of magical realism and the historical problems of the continent.

In cultural exchange, translation has a reciprocal effect. On the one hand, it takes local literature abroad, on the other hand, it adapts foreign literature to

the local context. This process enriches literature and creates new genres. For example, Japanese literature – the works of Haruki Murakami – brought new manifestations of postmodernism in the West through their translation into English. However, cultural nuances can be lost during the translation process. Translators must be skilled to convey the cultural context correctly. Otherwise, the work loses its meaning. Nevertheless, good translation makes literature universal and introduces readers to different cultures.

The impact of translation in the modern context: In the era of globalization, translation further accelerates literary dissemination. The internet and digital technologies facilitate translation tools. For example, programs like Google Translate perform simple translation quickly, but professional translation is still important for literary works.

In modern literature, translation promotes many authors internationally. Chimamanda reached readers worldwide through translations of works by writers such as Ngozi Adichie or Elena Ferrante. This process increases the diversity of literature and presents readers with different worldviews. Translation also expands the literary market. Many publishing houses adopt translation as their primary strategy. This makes literature economically beneficial as well. However, due to the dominance of the English language in the era of globalization, literature in other languages is less widespread. This problem requires new solutions to ensure global literary equality.

Disadvantages and problems: Translation doesn't always have a positive effect. In some cases, translation distorts the original content of a literary work. Incorrect transmission of cultural context can mislead readers. Also, the translation process is expensive, and many works are not translated.

A modern problem is excessive processing of automated translation. This method is not suitable for literary works, as it does not take into account poetic and stylistic aspects. As a result, the quality of literature decreases. Moreover, the dominance of the English language in the global market limits literature in

other languages. Nevertheless, professional translators and international cooperation are needed to solve these problems. Translation is important for ensuring the future of literature.

Conclusion

The influence of translation on the dissemination of world literature is enormous. It transmits literary works between languages and cultures, delivering them to global readers. Historically, translation has strengthened cultural exchange and enriched literature. In the modern era, it develops alongside globalization, increasing the diversity of literature. However, there are problems in the translation process: the loss of cultural context, the negative impact of automation, and the dominance of languages. Nevertheless, translation contributes to the transformation of literature into a universal language. In the future, the combination of professional translation and technologies will further improve literary dissemination. This research shows that translation not only spreads literature but also strengthens mutual understanding between humanity. For literary scholars and translators, this topic will always remain relevant.

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