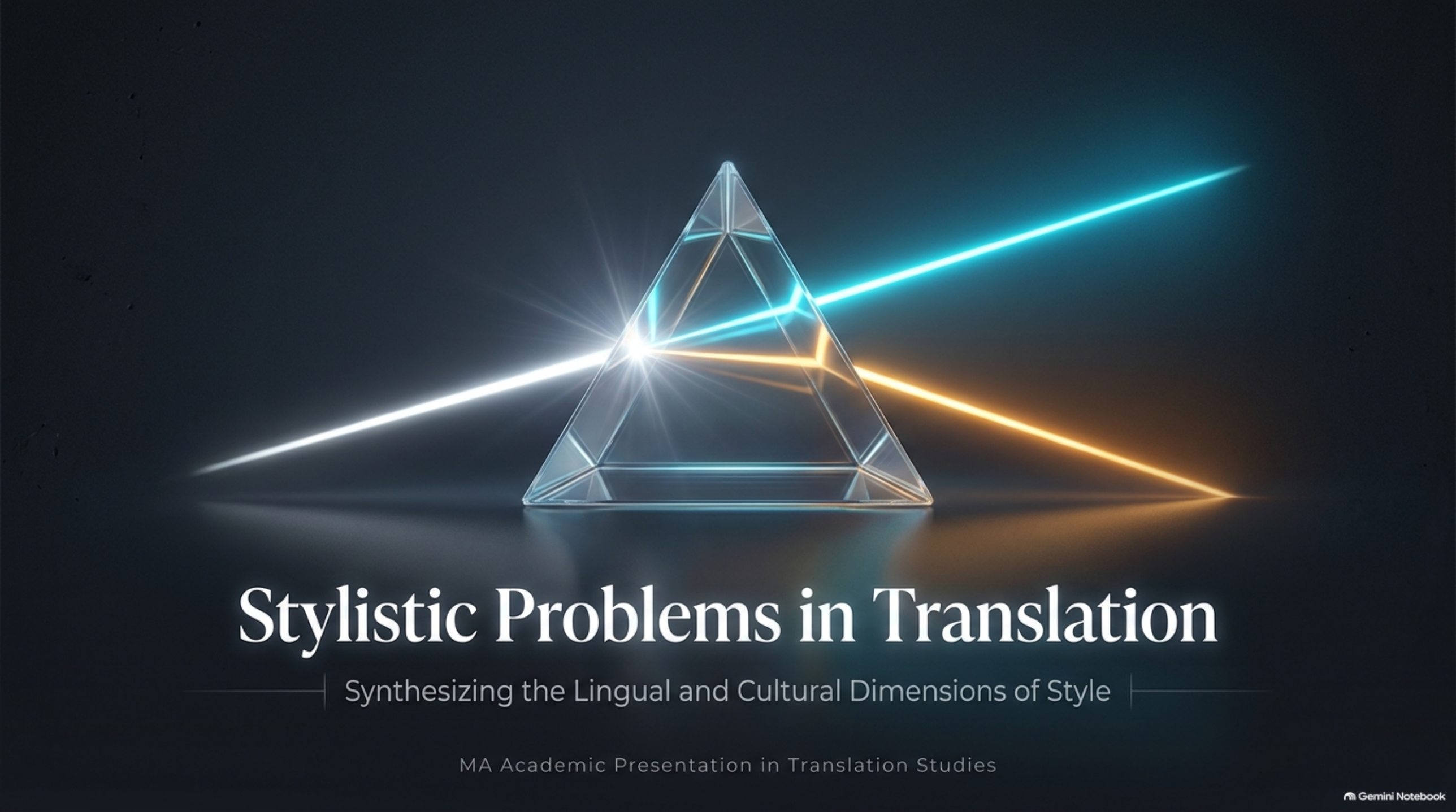


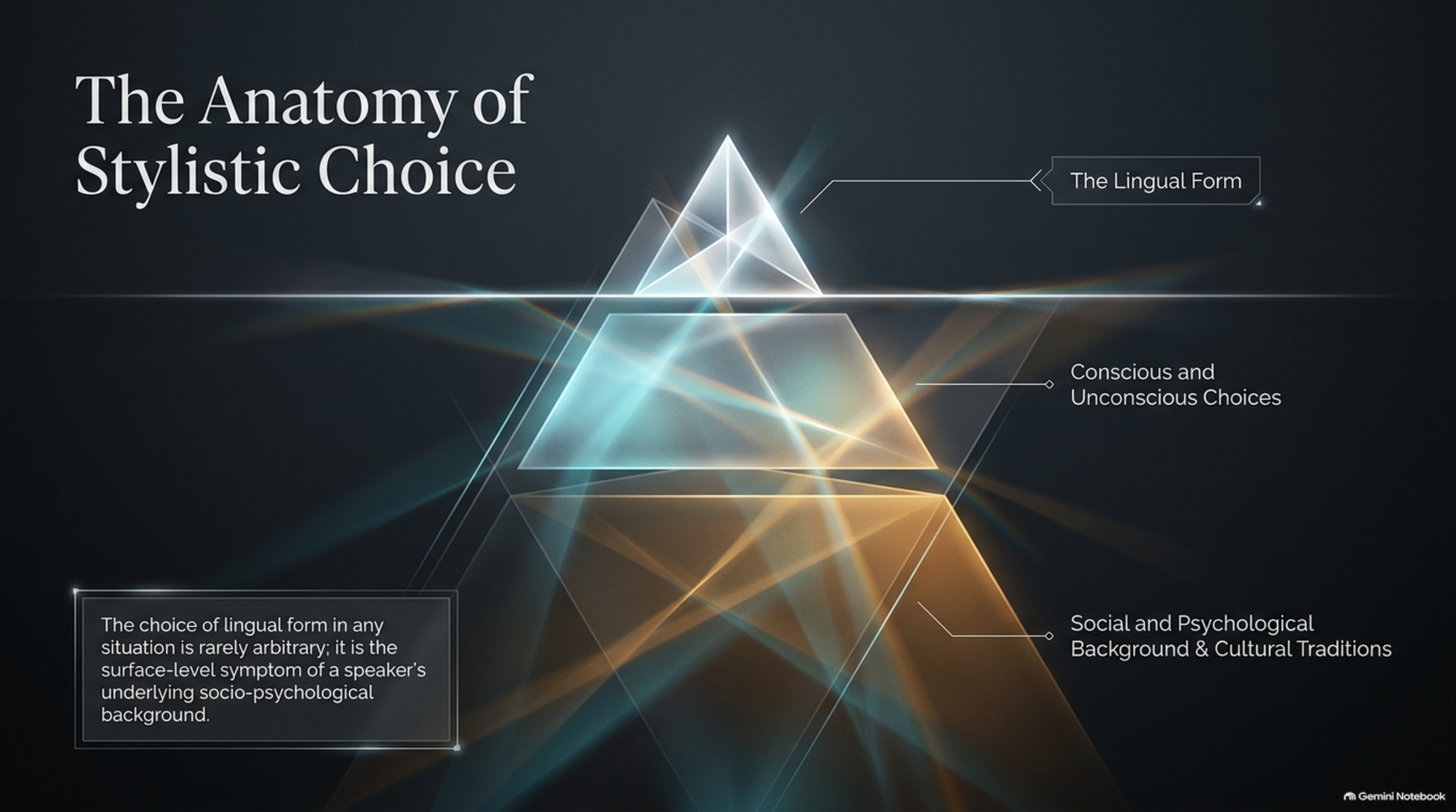
Stylistic Problems in Translation

Synthesizing the Lingual and Cultural Dimensions of Style

MA Academic Presentation in Translation Studies

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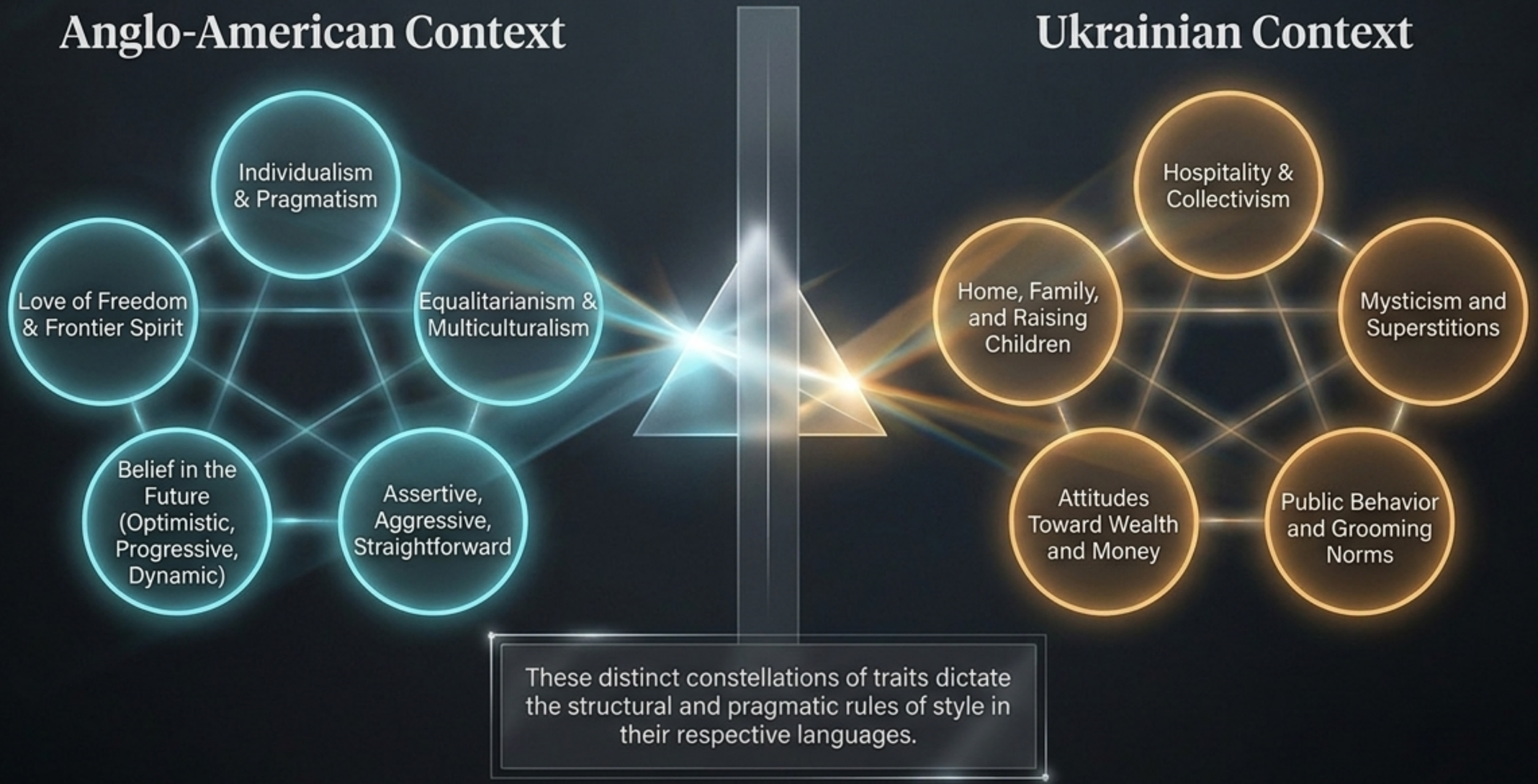
The Anatomy of Stylistic Choice



The choice of lingual form in any situation is rarely arbitrary; it is the surface-level symptom of a speaker's underlying socio-psychological background.

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Mapping the Stylistic Environment



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The Aesthetics of Titles: Kawabata’s Speech

Japan, the Beautiful, and Myself

Японія прекрасна і я

Literal translation. Direct grammatical calque; preserves egalitarian phrasing but loses poetic resonance.

Прекрасної Японії я

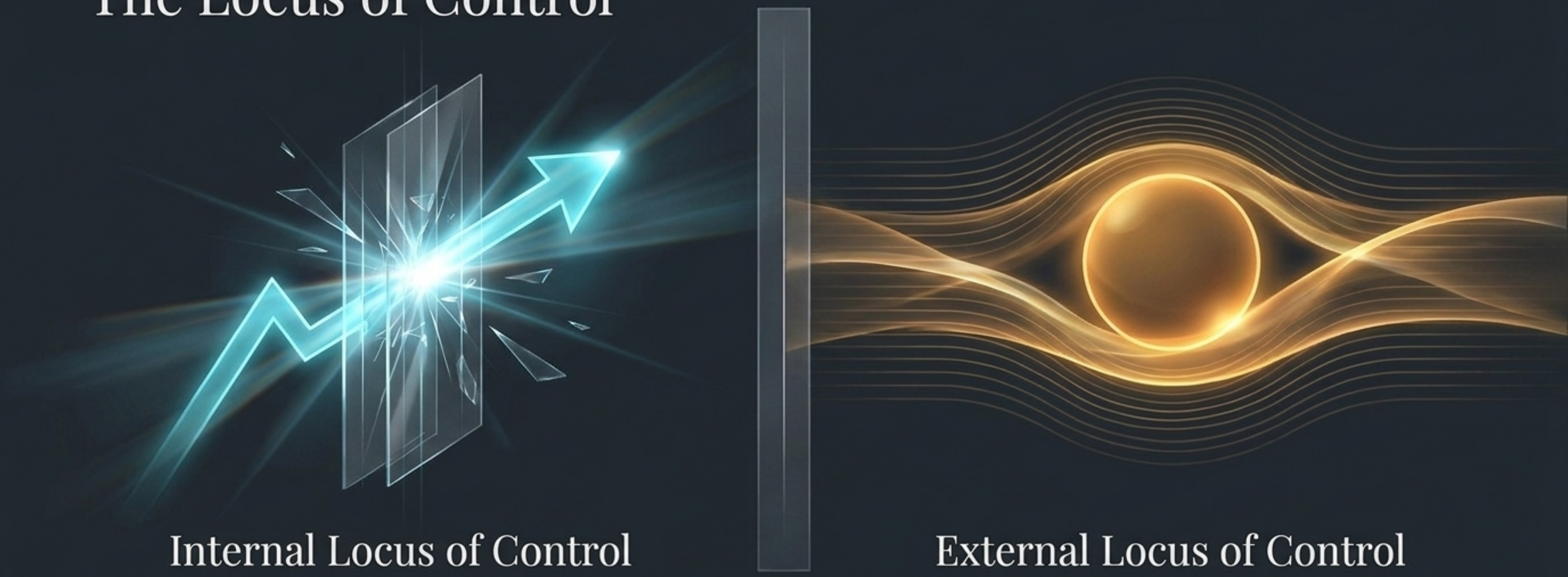
Poetic translation. Reorders syntax to embed the speaker within the beauty of the nation.

Красою Японії народжений

Transformative translation. Dramatically alters the literal meaning (Born of Japan's beauty) to achieve peak aesthetic equivalence in the target culture.

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Agency in Translation: The Locus of Control



Internal Locus of Control

Active character, initiative, individualism.

External Locus of Control

Passive character, absence of initiative, reliance on circumstance.

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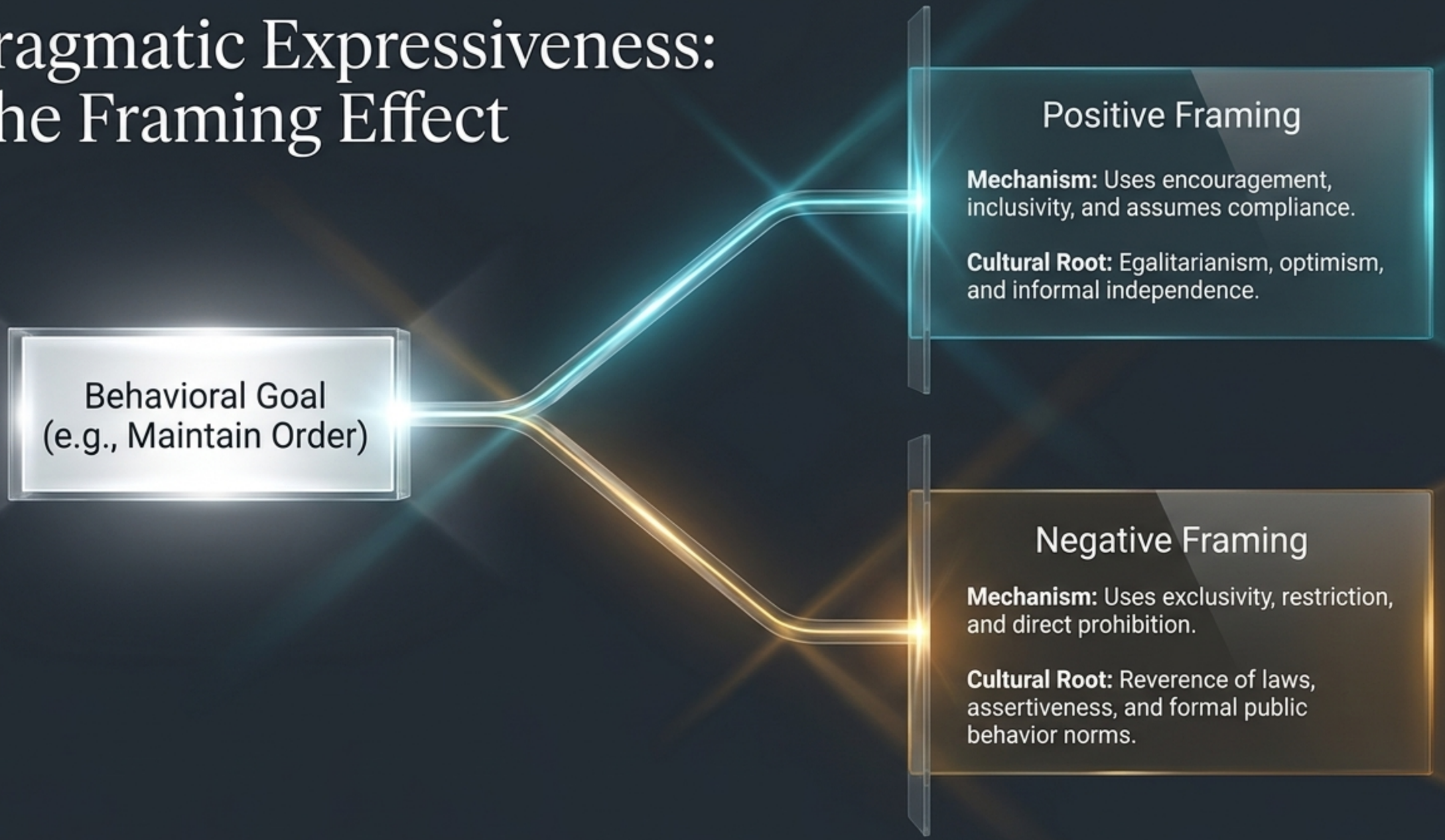
The Stylistic Syntax of the Proverb

Active Worldview (Focus on Action & Choice)	Passive Worldview (Focus on Fate & Acceptance)
When you stop rowing, you start downstream.	Не так сталося, як гадалося.
It's always better to light a candle than to curse the darkness.	Лови рибу, як ловиться.
Strong character depends not so much upon chances than upon choices.	Перетреться, перемнеться, та й так минеться.
The more you lean on somebody else the leaner your chances on success.	

The target syntax frequently relies on impersonal, reflexive verbs to grammatically encode fatalism.

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Pragmatic Expressiveness: The Framing Effect



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Translating the Boundary: Institutional Voice

Positive Framing (English)



Please keep off the grass.



Please keep clean.



For personnel only.



To encourage all customers we are prepared to offer a special trade discount...

Negative Framing (Ukrainian)



По газонах не ходити.



Не смітити.



г. Сторонніх осіб заборонено.



Щоб не втратити клієнтів, ми готові запропонувати знижки...

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The Cultural Pragmatics of Optimism

Keep smiling.

The voice with a smile always wins.

You always win if you lose with a smile.

You are not fully dressed until you put on a smile.

SMILE

In US culture, naive optimism and dynamism are not merely internal emotions; they act as a mandatory linguistic posture required for successful public and professional discourse.



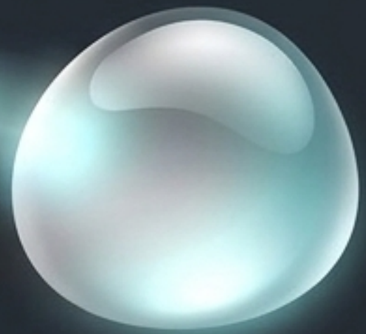
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Euphemisms as Semantic Softeners



Input: Harsh Reality / Direct Assertion

The Cultural Filter: Societal values of Multiculturalism, Tolerance, and Equalitarianism.



Output: The Euphemism (Abstract, palatable terminology)

Euphemization replaces aggressive or direct language with rationalized abstraction to maintain social harmony.

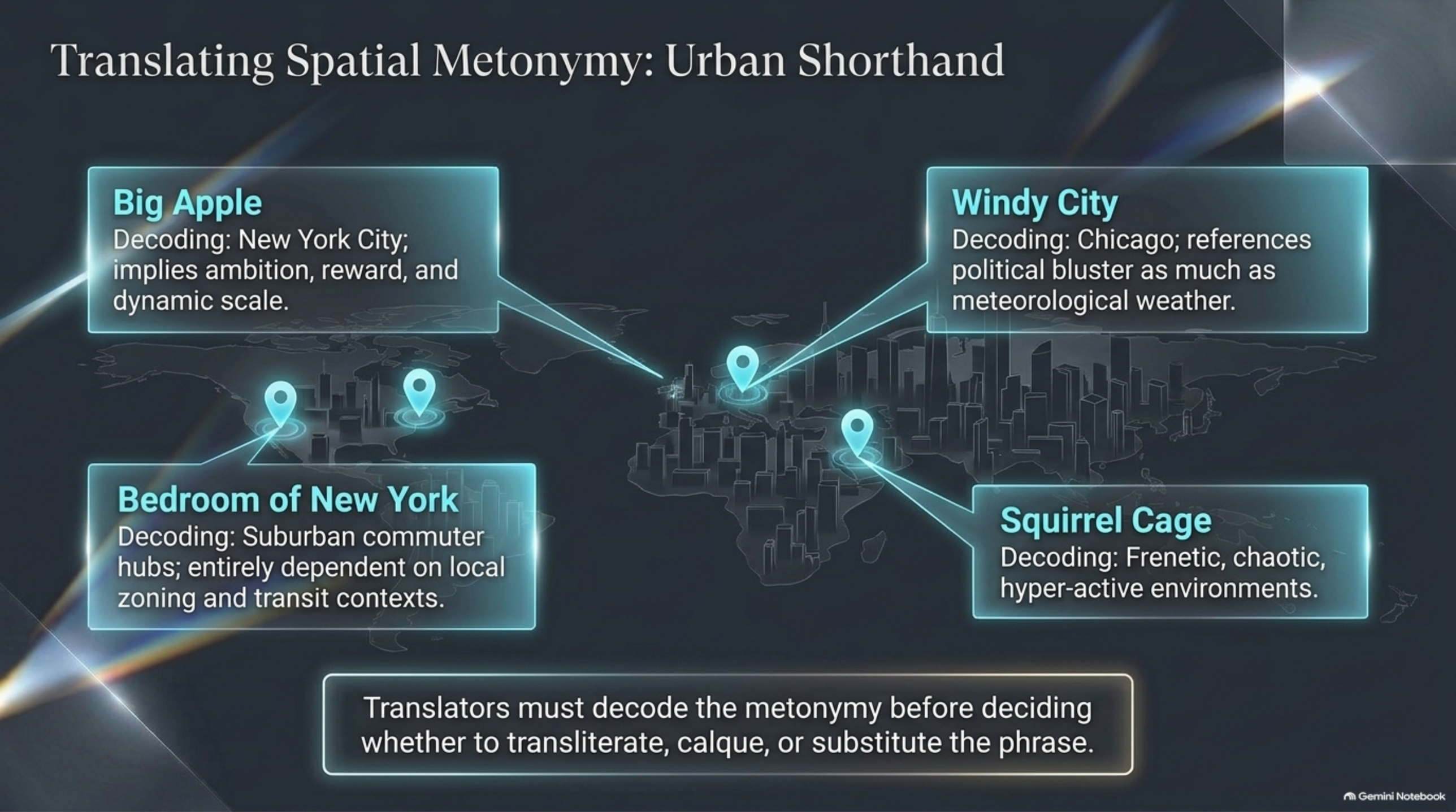
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Rationalizing Reality: The Vocabulary of Masking

Direct Concept	Euphemistic Styling
Workforce reduction	**Rationalizing of the work force**
Poverty / Poor Country	**Developing nation, emerging nation / Economically disadvantaged**
Owning cheap, temporary goods	**Owning short-life property**
Intellectual disability	**Mentally challenged / Philosophically-major**

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Translating Spatial Metonymy: Urban Shorthand



Big Apple

Decoding: New York City; implies ambition, reward, and dynamic scale.

Windy City

Decoding: Chicago; references political bluster as much as meteorological weather.

Bedroom of New York

Decoding: Suburban commuter hubs; entirely dependent on local zoning and transit contexts.

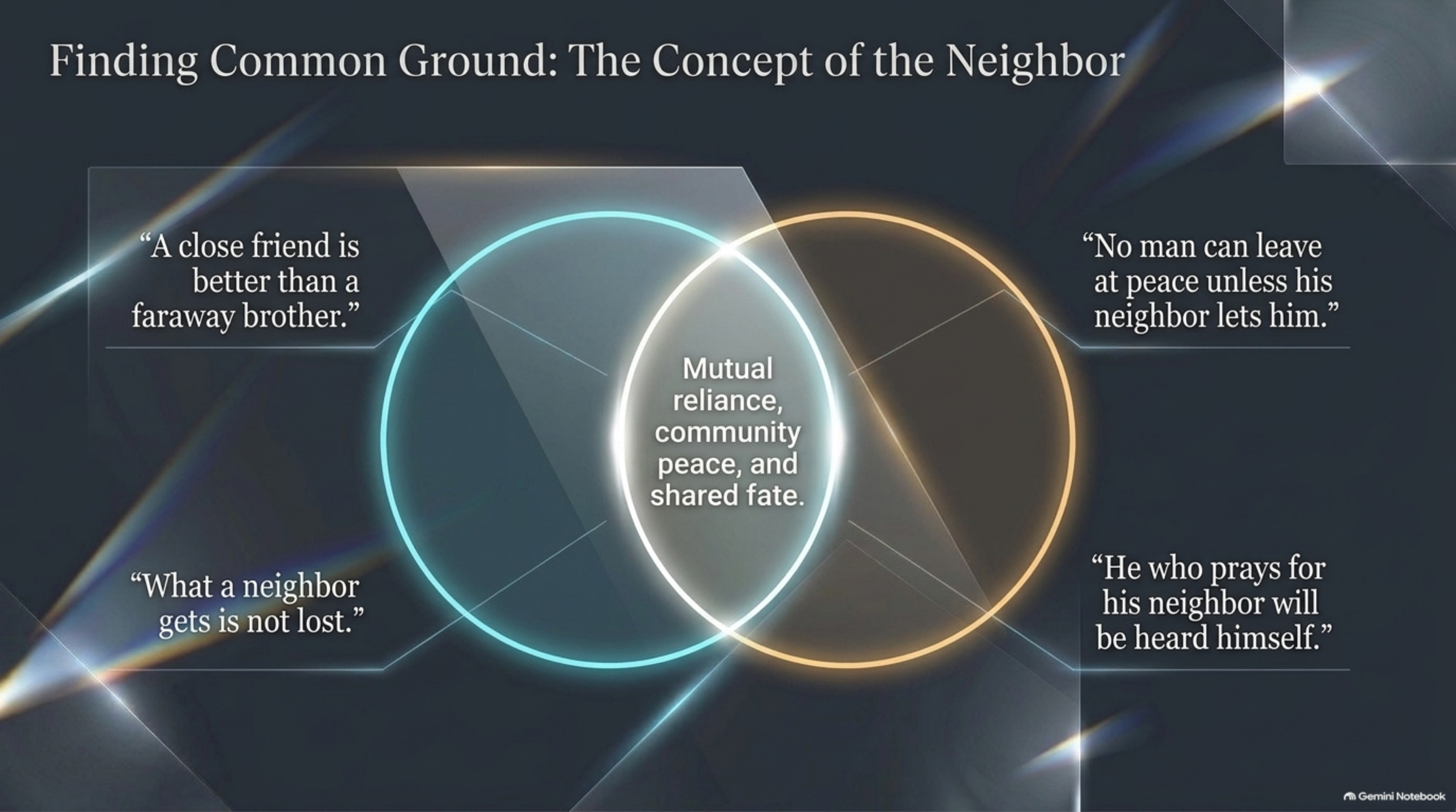
Squirrel Cage

Decoding: Frenetic, chaotic, hyper-active environments.

Translators must decode the metonymy before deciding whether to transliterate, calque, or substitute the phrase.

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Finding Common Ground: The Concept of the Neighbor



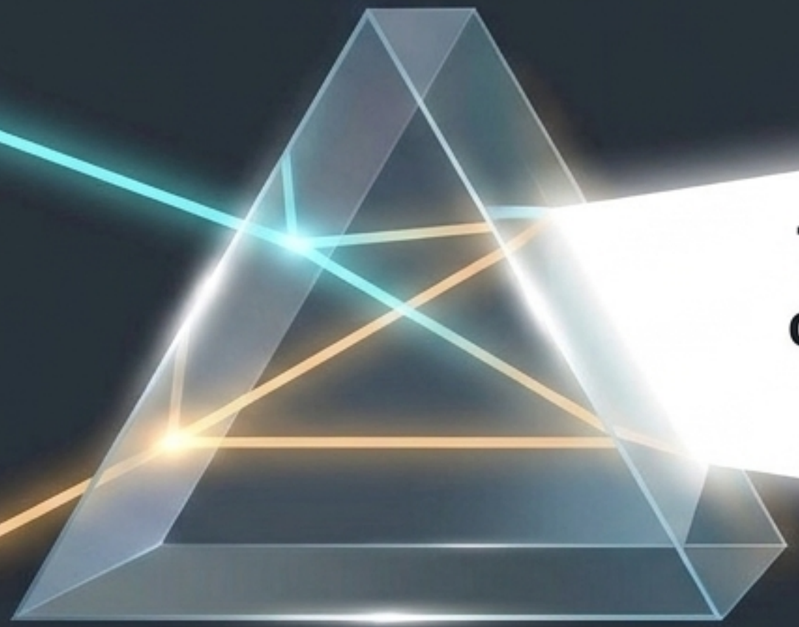
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The Stylistic Refraction Framework

Active/Individual	**Passive/Fatalistic**	**Strategy:** Adjust Grammatical Voice (e.g., shift from active to impersonal reflexive).
Positive/Encouraging	**Prohibitive/Direct**	**Strategy:** Invert Polarity (e.g., flip 'Keep Off' to 'Do Not Walk').
Abstract Euphemism	**Direct Reality**	**Strategy:** Calibrate Cultural Register (decide whether to match clinical tone or utilize target vernacular).

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The Translator as Cultural Diplomat



Translation is not merely the substitution of words; it is the conscious navigation of unconscious cultural traditions.

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