

THE IMAGE OF A POSTCOLONIAL CULTURE IN POETIC TRANSLATION

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A great number of translation studies of the last decade deal with the cultural aspect of translation that is caused by the increasing interest to the literary heritage of postcolonial countries and the problems of recreating otherness in literary translation.

The mission of poets in (post)colonial countries is to keep and assert their ethno-cultural identity, to articulate and reflect in lyrics the spiritual cultural values, to express their people aspirations for independent and free development.

The image, reflected in lyrics, is an artistic form of ethno-concept embodiment that includes the system of cultural values. The demand of recreating image in poetic translation is the understanding ethno-concept system, which features relative constancy in discourse realisation of the image.

Ethno-concept is the creation comprising notion, image and value that was formed in the process of historic development by the people who live on the territory of the same name. Ethno-concept is the basis for realising the image of the culture in the original poetry and for its interpreting in poetic translation. It is reflected both on the verbal level of the image system and on the meta-image level.

Translating source culture ethno-concept into the target culture field of experience and collective memory leads to changes in its notional and evaluative parts and causes verbal and meta-verbal transformations in the system of image. It means that source culture ethno-concept in a foreign discourse cannot be equal to the one in its original state because epistemic transformations come into effect as the result of changes in knowledge, associations and value saturation.

According to the sides in cross-cultural communication the image in poetic translation is amphi-symmetric as it embodies three components: something that is common for both cultures, foreign and domestic. It becomes the form of harmonising two cultures' ethno-concepts, the distinctive synthesis of two world pictures in the aspect of artistic communication.

Cultural aspect of the image research in poetic translation reveals the peculiarities like geographic and spiritual distance of a conceptual referent, reduction and changes of associativity, folding and unfolding the emotive expression, stylistic neutralisation and universalisation of ethno-specific artistic details, linear unfolding titles.

Formal transformations significantly influence the image functioning. Factors that facilitate to reproduce the impression of source culture sound image include qualitative functional recreating rhythmic patterns and syntactic dominants, equilinear adhering, matching phonetic and stylistic equivalents in recreating euphony. Graphic emphases and illustrations are the means to actualise the shades of meaning, to conduce the image aestheticism. Changing sound and graphic imagery into sounds and signs of the language of translation, recreating rhymed poems by free verses lead to fading its ethno-cultural authenticity.

Cognitive aspect of the image research in poetic translation reveals the role of a personality in interpreting the world and it is connected with the image variability of the ethno-concept that is determined by author's aesthetic values and his poetic style. The condition of recreating the image of culture is the reflection of author's concept system on the object, subject and expression levels of the image system in poetic translation.

Epistemic transformations that occur in poetic translation include foreignization and domestication of the image, exotization and partial desacralization of traditional symbols, step-up and step-down of emotive expression, depersonification, demetaphorization, aesthetization of artistic details in the system of image.

Accommodating the ethno-concept *Ukraine* into the imagery system of English poetic translation reflects the character of Ukrainian culture, its material and spiritual values, emotional experience and aspirations, i.e. *ukrainianness*. English translations of Ukrainian lyrics reveal the unique world picture, aesthetic and cognitive attractiveness of the image, they recreate typical features of Ukrainian mentality such as lyricism, love of freedom, emotionality, synthesis of paganism and Christianity, individualism etc. The image of Ukraine in original poetry of the 20th century and its English translations is interpreted as Mother, Dream, Nostalgia, Battlefield, Drama, Tragedy, and Magic.