



Cognitive mechanism of translating literary parodies

Dorodnykh Luydmila (Kharkiv Karazin National University)

One of the distinctive features of translation studies today is their polyparadigmatic character embodied in co-existence of several scientific paradigms. Such situation is not accidental since researchers in the field of translation have always actively borrowed ideas from literary, linguistic, psychological, cultural and other discourses.

Our interest is focused on exposing cognitive mechanism of translating a very peculiar type of text – a literary parody. Parody is a “secondary” type of text attached by numerous – both visible (verbalized) and invisible (mental) – ties to its “base” which may be another (original) text or a genre. Thus parody cannot be comprehended without referring mentally to this “base”. Parody translation is determined by the necessity to ensure its recognition as such in a foreign cultural environment.

Successful translation strategy allowing to cope with this difficult task can be developed through understanding cognitive mechanism of parody perception by a native speaker, enabled by the precedent nature of a “base” text (genre). Precedent text is defined as a complex sign whose overall meaning does not equal the aggregate amount of its components’ meanings; precedent text is well-known to any average representative of a lingual community; it is often referred to through related precedent expressions or names. Human mentality is believed to store the invariants of all precedent phenomena, which yet may differ from individual variants of their perceptions [1].

Parody translation is its transference to another linguo-cultural soil which implies the risk of losing identity because of the absence of a corresponding precedent text in a potential recipient’s mentality. In such a situation for attaining pragmatic adequacy an interpreter can create a new type of precedence by appealing to another precedent text or genre possessing features similar to the “base” one but familiar to a new recipient.

References:

1. Захаренко И.В., Красных В.В., Гудков Д.Б., Багаева Д.В. (1997) Прецедентное имя и прецедентной высказывание как символы прецедентных феноменов // Язык, сознание, коммуникация: Сб. статей. – М.: «Филология», 1997. – Вып. 1. – С. 82 – 103.