

# **CROSS-CULTURAL COGNITIVE MODELING OF TEXTUAL CONSTRUCTS AS THE STRATEGY LITERARY TRANSLATION**

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Cognitive translation science is one of the perspective research areas in modern linguistics, which contributes to the permanent development of its theoretical and methodological base with new methods and approaches.

It is obvious, that the cognitive strategy in the translation process is the great way of the literary wealth's translation.

A number of foreign scientists, such as T. Hermans [2014], G. Toury [2014], M. Tomozhko [2014] and others devoted their research to the issue of literary manipulation, which is based on differences in the original and translated textual structures. Such manipulation as the result of literary translation process should be researched to identify the strategies of literary translation into non-related and closely related languages.

The famous Russian translator L. Ginzburg emphasized that "translation is undoubtedly a form of literary research" [Ginzburg, p. 14] and interpreting.

In this case the interpreting is "language cognitive activity" [Boldyrev, p. 7] for creation of a new textual world.

Firstly, at the cognitive-comparative studies of literary texts in their original and translated versions, we pay attention to so important fact that the literary text as an individual author's model of the real or fictional world is a set of linguo-cognitive constructs.

Secondly, the modeling of these constructs expands the interpretative horizons of the writer's worldview as the cognitive basis of his idiosyncrasy.

Thirdly, it is obvious that the architectonics of a literary text and its conceptual domain can be modeled in any interpretative perspective by the research goals and objectives.

Finally, a comprehensive study of this issue contributed to the creation of theoretical and methodological basis for the development of the concept of cross-cultural cognitive modeling of textual constructs.

In the author's concept under the cross-cultural cognitive modeling of textual constructs we interpret the cognitive modeling of the literary text's architectonics through the prism of their cross-cultural adaptation, aimed at a comprehensive interpreting of cognitive textual constructs.

The cross-cultural cognitive modeling of textual constructs is a two-stage process. The first stage is the cognitive-hermeneutic analysis of the literary textual conceptual domain architectonics as the whole format of knowledge and as the unity of the textual constructs.

The second stage of cross-cultural cognitive modeling is a cognitive-comparative analysis of textual constructs as the linguo-cultural units to identify the adaptation degree of the linguo-cultural textual models.

It is obvious, the translated text interacts with the discursive base of the foreign cultural reader and transforms into a new format of the textual world.

This new interpreted textual format should be identified as the new cross-cultural model. We pay attention to the fact that the translation of literary text is the base of literary discourse, because "first of all, the translator like the reader of the original text creates a literary discourse, then he formed this literary discourse into the translated text. The reader of this translated text creates a new literary discourse. In our opinion, such new literary discourse is the secondary in its parameters" [Ogneva, p. 73].

Having researched many literary conceptual domains we came to the conclusion that the theoretical and methodological principles of cross-cultural cognitive modeling contribute to the integrated interpreting of various textual models which we consider as literary knowledge formats. The cross-cultural cognitive modeling is so useful interpreting strategy of foreign culture knowledge to the perception of a foreign language reader.

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