

“Xotin-qizlar ilmda: tiklanish, yuksalish va taraqqiyot sari qadamlar” mavzusidagi Respublika ilmiy-amaliy anjuman materillari to‘plami. NamDPI – 2026-yil, 11-fevral

SUGGESTIVE IMPACT IN LITERARY TRANSLATION: A PSYCHOLINGUISTIC PERSPECTIVE

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Annotation: *This article examines the phenomenon of suggestive impact in literary translation, focusing on its role in shaping readers’ emotional and subconscious responses. It highlights psycholinguistic mechanisms — such as metaphor, imagery, tone, and stylistic devices — that allow texts to influence perception beyond information transfer. The study argues that translation success depends not only on semantic equivalence but also on preserving emotional and cognitive resonance. Drawing on insights from psycholinguistics and translation theory, the paper shows how suggestive impact functions as a strategic tool for maintaining artistic and communicative effectiveness across languages and cultures.*

Keywords: *suggestive impact, psycholinguistics, literary text, literary translation, emotional resonance, stylistic equivalence, cultural adaptation*

СУГГЕСТИВНОЕ ВОЗДЕЙСТВИЕ В ХУДОЖЕСТВЕННОМ ПЕРЕВОДЕ: ПСИХОЛИНГВИСТИЧЕСКИЙ АСПЕКТ

Аннотация: *В данной статье рассматривается феномен суггестивного воздействия в художественном переводе, акцентируя внимание на его роли в формировании эмоциональных и подсознательных реакций читателя. Подчеркиваются психолингвистические механизмы — такие как метафора, образность, интонация и стилистические средства, — которые позволяют тексту влиять на восприятие, выходя за рамки простого информационного обмена. В исследовании утверждается, что успех перевода зависит не только от семантической эквивалентности, но и от сохранения эмоционального и когнитивного резонанса. Опираясь на выводы психолингвистики и теории перевода, автор показывает, что суггестивное воздействие функционирует как стратегический инструмент поддержания художественной и коммуникативной эффективности текста в разных языках и культурах.*

Ключевые слова: *суггестивное воздействие, психолингвистика, художественный текст, художественный перевод, эмоциональный резонанс, стилистическая эквивалентность, культурная адаптация*

BADIIY TARJIMADA SUGGESTIV TA’SIR: PSIXOLINGVISTIK YONDASHUV

Annotatsiya: *Mazkur maqolada badiiy tarjimada suggestiv ta’sir hodisasi tahlil qilinadi va uning o‘quvchining emotsional hamda ongsiz darajadagi reaksiyalarini shakllantirishdagi o‘rni yoritiladi. Metafora, obrazlilik, ohang va stilistik vositalar kabi psixolingvistik mexanizmlar alohida ta’kidlanadi, chunki ular matnga oddiy axborot uzatishdan tashqari idrokka chuqur ta’sir ko‘rsatish*

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imkonini beradi. Tadqiqotda tarjima muvaffaqiyati faqat semantik ekvivalentlikka emas, balki emotsional va kognitiv rezonansni saqlashga ham bog‘liq ekani ta’kidlanadi. Psixolingvistika va tarjima nazariyasi bo‘yicha ilmiy qarashlarga tayangan holda, maqolada suggestiv ta’sirning turli tillar va madaniyatlarda badiiy hamda kommunikativ samaradorlikni ta’minlovchi strategik vosita sifatida faoliyat ko‘rsatishi ko‘rsatiladi.

Kalit so‘zlar: *suggestiv ta’sir, psixolingvistika, badiiy matn, badiiy tarjima, emotsional rezonans, stilistik ekvivalentlik, madaniy moslashtirish*

Introduction

Literary translation involves more than conveying meaning; it requires preserving emotional resonance and aesthetic effect. Within this framework, suggestive impact plays a central role, revealing how texts influence readers at both emotional and subconscious levels. Closely tied to psycholinguistic processes, language operates not only as a medium of information but also as a force shaping perception, thought, and affective response.

In the discussion of literary translation, it is rightly observed that the literary translation involves more than conveying meaning; it requires preserving emotional resonance and aesthetic effect. This highlights the fact that translation is not limited to semantic equivalence but must also safeguard the aesthetic and emotional dimensions of the text.

As Fedorov A. B. has noted, “Any translation must begin with the philological analysis of the text on linguistic foundations and conclude with literary creativity” [1. 29]. This observation underscores the dual nature of translation: it is at once a rigorous linguistic process and an act of artistic re-creation. The translator must therefore balance objective analysis of the source text with the creative skills necessary to render its aesthetic and emotional resonance in the target language.

For translators, the challenge lies in reproducing metaphors, symbols, stylistic devices, and cultural associations in ways that resonate with readers of different linguistic and cultural backgrounds. As V. N. Komissarov notes, translation is not a mere substitution of codes but an art requiring deep understanding, creative adaptation, and sensitivity to communicative and aesthetic dimensions.

Although significant work has been carried out in the field of literary translation analysis, certain shortcomings remain. As researchers note, “a lack of awareness of the dual directions of literary and linguistic approaches, and even when such awareness exists, insufficient analytical skills and competence in literary analysis, as well as limited familiarity with ongoing international research in the field of literary translation, continue to hinder progress” [2. 40]. This observation underscores the necessity of integrating theoretical and practical approaches in translation studies.

Exploring suggestive impact in translation provides valuable insights into how psycholinguistic mechanisms function across languages and cultures. It also underscores the translator’s responsibility to preserve the emotional, cognitive, and ideological layers of the original work, ensuring equivalent resonance and artistic effect.

Suggestive Impact: Emotional and Subconscious Influence

Suggestive impact refers to a text’s ability to affect readers at emotional and subconscious levels. This influence often arises through indirect means such as metaphor, imagery, intonation, and stylistic solutions. Key mechanisms include:

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- Emotional coloring: expressive vocabulary that evokes strong feelings.
- Cultural and cognitive associations: symbols, archetypes, and mythological images that act on the subconscious.

Through these tools, literary texts shape worldview, beliefs, and emotional reactions, extending beyond mere information transfer. Suggestive impact creates an emotional environment, appeals to the subconscious, and may implant values or moral positions indirectly. While sometimes linked to ideological transmission, it does not always serve explicit ideological purposes.

In addition to psycholinguistic perspectives, scholars also emphasize the linguistic approach, which considers the limitations of information processing. As noted, “the linguistic approach takes into account the constraints of information processing. Linguists investigate the role and significance of linguistic structures in language processing, while stressing the equal importance and strict necessity of both linguistic analysis and psychological experimentation” [3. 389]. This view highlights the structural dimension of translation studies and shows how linguistic and psycholinguistic methods can complement one another.

Psycholinguistics, as the study of language–cognition interaction, explains how texts influence emotion and thought. Suggestive impact, grounded in psycholinguistic knowledge, guides readers indirectly rather than coercively. As Yevgeniya Shelestyuk observes: “Metaphors and other tropes possess a very powerful suggestive potential” [4. 153]. Translators must therefore pay attention to these tools to ensure the target text retains the original’s psycholinguistic features.

Translation and Suggestive Resonance

Translation success depends not only on equivalence but also on preserving the original’s suggestive tone and emotional force. Suggestive impact invites readers to sense meaning subconsciously, ensuring that the translation exerts similar influence as the source.

V. N. Komissarov emphasizes: “Translation theory and translation practice are interconnected yet distinct notions. By the art of translation is meant the translator’s mental preparedness, deep understanding of the translation process, the ability to produce a polished text, and the capacity to select linguistic means appropriately” [5. 108]. Thus, translators must convey meaning while also creating emotional and cognitive resonance relevant to the target audience.

Within a psycholinguistic approach, three factors are crucial:

1. Adaptation of semantic structure — reorganizing text while preserving unity of meaning.
2. Emotional and cognitive resonance — evoking comparable reactions in both source and target readers.
3. Stylistic equivalence — recreating distinctive stylistic features to maintain aesthetic and artistic impact.

As has been observed, “Translation can never be a complete and absolute equivalent of the original text; the translator’s task is to keep losses to a minimum” [6. 150]. This statement highlights one of the most enduring challenges in translation studies: the impossibility of achieving perfect equivalence between source and target texts. Every translation inevitably involves some degree of loss or transformation, whether in semantic nuance, stylistic effect, or cultural resonance.

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Within the framework of suggestive impact, this limitation becomes particularly significant. Since literary texts operate not only on a semantic level but also through emotional and subconscious influence, the translator must carefully manage these inevitable losses. The goal is not to replicate the source text mechanically, but to preserve its resonance — ensuring that the target audience experiences comparable emotional and cognitive effects. In this sense, minimizing loss means prioritizing the transfer of stylistic devices, metaphors, and cultural associations that carry the text’s suggestive power.

Conclusion

The study of suggestive impact in literary translation shows that texts are not only carriers of information but also instruments of emotional and subconscious influence. Through metaphors, symbols, and stylistic devices, literature shapes readers’ values and affective responses.

For translators, the task is to preserve this multidimensional impact across languages and cultures. As V. N. Komissarov stresses, translation requires preparedness, creativity, and stylistic sensitivity. Suggestive impact highlights the translator’s role as a cultural mediator, ensuring that the translated text maintains the subtle emotional and ideological undertones of the source. Integrating psycholinguistic insights into translation practice enables the reproduction of the original’s persuasive force, safeguarding its artistic and communicative effectiveness.

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