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**LINGUAL MEANS OF INDIVIDUAL AND AUTHORIAL  
IMAGERY AND THEIR REFLECTION IN  
ARTISTIC TRANSLATION INTO UKRAINIAN (ON THE MATERIAL  
OF THE CARTOON «ENCANTO»)**

Translation, by its very nature, is a tool for learning about the world and spreading knowledge. One of its links is artistic translation, which carries the task of cultural development of the world, expansion of the collective memory of humanity and is a factor of culture itself. It is thanks to this type of translation that people are able to spread their cultural heritage and traditions of their people among people of other cultures.

**The relevance** of our scientific work is determined by the need of improvement of the quality of translations of artistic texts into Ukrainian.

**The scientific novelty** consists in expanding and supplementing the concept of "good translation" in relation to translations of artistic works.

**The object** of research is linguistic means of individual and authorial imagery.

**The subject** of the study is the peculiarities of the translation of linguistic means of individual authorial imagery into the Ukrainian language.

**The aim** of the study is to analyze the Ukrainian translation of the cartoon "Encanto", to identify its flaws and peculiarities, to explain them and to provide examples of our own translation.

The aim of our work necessitates the following practical tasks:

1. To analyze the theoretical basis of the study of the problems in translation of fiction.
2. To determine the features of individual and authorial imagery.
3. Analysis of the Ukrainian translation of the cartoon, comparing it with the original text.
4. Identify the shortcomings of the provided literary translation and propose our own version of the translation.

**The material** for our work was the Ukrainian and English dubbing of the cartoon "Encanto"; original cartoon screenplay written by Charise Castro Smith and Jared Bush.

**The theoretical significance** of the work is determined by the fact that the conducted research contributes to the development of Ukrainian-language artistic translation activity.

**The practical significance** of the conducted research lies in the popularization and improvement of the translation of artistic texts into the Ukrainian language.

**In the course of theoretical research we:**

1. The theoretical basis of the study of the problems of literary translation is analyzed, in which we discover the fact that literary translation requires an individual approach and the translator needs not just to translate the text, but to rework it for the non-native recipient.
2. The features of individual author imagery are defined as the act of using language to create images in the mind of the reader. It was determined that the images created by the author in the text are divided into five categories corresponding to the five human senses: visual images, auditory images, olfactory images, gustatory images, tactile images. Images are also divided into direct (literal) and figurative. Direct imagery is used to describe place, action, appearance, etc. to help the reader get more involved in the text and maybe even predict what will happen next. Figurative images use the metaphorical meaning of words to help shape the themes and ideas of the text.

3. It was determined that the correct translation consists in transferring the full content of the original text to the translated text, during which other stylistic and structural means can be used.

**In the practical study, we:**

1. Discovered that the official translation of the cartoon does not convey the entire content of the original text, often does not pay attention to the emotional coloring of the words of the characters, and also changes lines where it is not forced or necessary.

For example:

Original text: *ABUELA ALMA: Pepa, you have a cloud! PEPA: I know, Mamá, but now I can't find Antonio! What do you want from me?!*

Translated text: АБУЕЛА АЛЪМА: Пепа, у тебе хмара! ПЕПА: Я знаю, Мама. Просто я не можу відшукати Антоніо! Добре, що хоч не грім.

2. Found that the translation well shows the Colombian vibe, the same way the original did, using the means of borrowing and tracing when translating cultural and ethnic words.

For example:

1. Original text: *MIRABEL: You just healed my hand with an arepa con queso.*

Translated text: МІРАБЕЛЪ: Ти щойно сцілила мою руку **арепою з сиром.**

2. Original text: *AGUSTÍN: Miércoles.*

Translated text: АВГУСТИН: **От чорізо.**

3. Original text: *TIO BRUNO: Sana sana, colita de rana.*

Translated text: ТІО БРУНО: **Лихо з бідною ходи стороною.**

3. Deficiencies in the official Ukrainian translation of the cartoon were discovered by comparing the translation and the original. It was determined that the requirement of accuracy, which consists in transferring all the nuances of the original text to the translated one, was not met in the official Ukrainian translation. Such inaccuracies were allowed in parts of the text that are emotionally colored, due to which all the thoughts of the author, which were expressed in the cartoon, did not reach the thoughts of the viewer.

**Results.** The amount of fiction in the world is increasing every day, so the need to translate it is also increasing. But the translation of works of art has its own difficulties, with which the translator must know how to work. The quality of the translation depends on whether the recipient will understand the author's intention or not, and the quality of the translation itself rests on the shoulders of the specialist.

Achieving the main goal of translation, namely creating a certain image for the reader, is quite a difficult task. Therefore, a literary translation may have some deviations from the standard rules to show what features the writer wanted to convey to the reader. A literal translation cannot reflect the depth and meaning of a literary work. The point is how the translator perceives it, because the phrase can be read in different ways. He rewrites the text from beginning to end. An experienced translator will be able to convey the skill and humor that the medium wanted to reflect in the book, while preserving the style and atmosphere.

The conducted analysis will contribute to a better and more virtuosic translation of artistic texts into Ukrainian. It will also promote the distribution and use of Ukrainian translations in the entertainment sphere, which will popularize the use of Ukrainian-language sources among a young audience.