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THE TRANSFORMATION OF LITERARY TRANSLATION STRATEGIES IN THE CONTEXT OF GENERATIVE ARTIFICIAL INTELLIGENCE: A LINGUO-COGNITIVE AND PRAGMATIC ANALYSIS

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Abstract: This article investigates the transformation of literary translation strategies in the context of generative artificial intelligence from linguo-cognitive and pragmatic perspectives. It examines the capabilities of large language models (LLMs) in literary translation, the influence of prompt instructions on translation decisions, and the ways in which traditional translation strategies manifest themselves in the new technological environment. The study explores the strategies of domestication, foreignization, explicitation, implicitation, generalization, and specification in terms of their ability to convey cognitive content, communicative intention, and linguocultural features. The article substantiates semantic equivalence, cognitive adequacy, pragmatic appropriateness, linguocultural relevance, and literary-stylistic correspondence as interrelated criteria for evaluating translation quality. Particular attention is paid to the role of prompt engineering as a means of directing the translation process and regulating the reproduction of the semantic, figurative, pragmatic, and cultural dimensions of literary texts. A conceptual model is proposed to explain the interaction between source-text characteristics, prompt instructions, generative AI, and the resulting literary translation.

Keywords: generative artificial intelligence, literary translation, large language models, prompt engineering, translation strategies, linguo-cognitive analysis, pragmatic adequacy, domestication, foreignization, conceptual metaphor.

INTRODUCTION

The development of modern information technologies is bringing about significant changes in the nature, tools, and methodological foundations of interlingual communication and the translation process. In particular, the emergence of generative artificial intelligence technologies and large language models has created a need to reconsider the relationship between humans and machines in translation studies.Unlike traditional machine translation systems, contemporary large language models are capable not only of reproducing the lexical and grammatical structures of texts but also of taking contextual meaning, stylistic features, communicative purpose, and text genre into consideration. However, these capabilities do not automatically guarantee high-quality results in literary translation. Literary translation differs from other types of translation due to its multilayered semantic and aesthetic characteristics. The author's individual style, conceptual worldview, national and cultural representations, figurative thinking, and pragmatic intentions play a particularly important role. Therefore, lexical equivalence alone is insufficient when translating literary texts. The translator

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must also recreate the artistic impact, emotional content, and implicit communicative meanings of the original text.

The theoretical foundations of literary translation have been extensively explored in the works of scholars such as E. Nida, P. Newmark, L. Venuti, M. Baker, and S. Bassnett. In particular, L. Venuti's concepts of domestication and foreignization are of considerable importance in explaining the mechanisms through which cultural differences are conveyed in translation. In the context of generative artificial intelligence, these strategies have become a new subject of investigation. This is because the same source text may produce different translations depending on the prompt instructions provided. For example, when a model is instructed to preserve cultural references, retain metaphors without modification, or adapt the text to the norms of the target language, differences may emerge in the resulting translations.

Consequently, contemporary translation studies faces the following research problem: How do prompt instructions provided to generative artificial intelligence influence the selection and implementation of literary translation strategies? In investigating this problem, prompt engineering can be interpreted not merely as a technical tool but as a metatranslational regulator that communicates translation tasks and communicative requirements to the model.

The aim of this study is to provide a theoretical account of the transformation of literary translation strategies in the context of generative artificial intelligence from linguo-cognitive and pragmatic perspectives, identify the mechanisms through which prompt instructions influence translation decisions, and develop a conceptual model for their analysis.

The study addresses the following research questions:

- How do prompt instructions influence the selection of translation strategies in literary translation?
- How do linguo-cognitive requirements affect the translation of conceptual metaphors and figurative expressions?
- What role do pragmatic instructions play in preserving characters' speech, illocutionary force, and authorial intention?
- To what extent can generative artificial intelligence reproduce cultural and stylistic features in literary translation?

The scientific significance of the study lies in its comprehensive examination of literary translation strategies in the context of generative artificial intelligence through the relationship between prompt instructions, cognitive interpretation, and pragmatic adequacy.

METHODS

This study is a theoretical and analytical investigation aimed at examining the transformation of literary translation strategies in the context of generative artificial intelligence. It integrates theoretical approaches developed in translation studies, cognitive linguistics, pragmatics, and computational linguistics.

The methodological framework of the study is based on the following theoretical concepts:

- E. Nida's theory of dynamic equivalence;
- P. Newmark's concepts of semantic and communicative translation;
- L. Venuti's strategies of domestication and foreignization;
- G. Lakoff and M. Johnson's conceptual metaphor theory;
- J. Austin and J. Searle's speech act theory;

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- M. Baker's approaches to equivalence and contextual meaning.

These theoretical approaches make it possible to analyse translations generated by artificial intelligence not only in terms of lexical correspondence but also in relation to their conceptual, pragmatic, and linguocultural characteristics.

The following methods are proposed for the study.

Comparative-typological method. This method is used to identify similarities and differences between literary expressive devices, translation equivalents, and translation strategies in English and Uzbek.

Contextual analysis. This method examines the meaning of lexical, phraseological, and figurative units in relation to the overall content of the text, character relationships, and literary situations.

Linguo-cognitive analysis. This method aims to identify how conceptual metaphors, frames, cultural concepts, and figurative thinking are reproduced in translation.

Pragmatic analysis. This method investigates the preservation of authorial intention, speech acts, illocutionary force, presuppositions, and implicit meanings in translation.

Discourse analysis. This method enables a comprehensive examination of literary dialogues, characters' speech, and the communicative functions of the text.

Comparative experimental method. This method is intended to compare translation versions of the same source text generated using different prompt instructions.

Expert evaluation method. This method involves the assessment of semantic, pragmatic, linguocultural, and literary-stylistic adequacy by specialists.

To investigate literary translation strategies from English into Uzbek, it is appropriate to use classical works of English-language literature.

This distribution represents a proposed research design. The final composition of the corpus will be determined during the text selection process.

"Translate the literary passage from English into Uzbek. Identify the national and cultural realia, historical references, and cultural concepts in the text. When adapting them for Uzbek readers, preserve their original cultural meaning. Where necessary, retain the original names of cultural realia and convey their meanings appropriately within the context. Do not introduce cultural information that is absent from the original text."Translate the literary passage into Uzbek. Analyse metaphors, figurative expressions, and implicit meanings in their contextual setting. Preserve the communicative purpose, emotional state, and social relationships reflected in the characters' speech. Do not replace figurative expressions with neutral wording without sufficient justification."

To ensure an objective assessment of the influence of different prompts, the source fragments, model version, generation parameters, and context length must remain constant throughout the experiment. Repeated generations should be conducted under each condition, and the resulting translations should be recorded separately.

RESULTS

This section presents the theoretical and analytical findings of the study. Since experimental data have not yet been collected, the findings presented below should not be interpreted as statistically validated empirical conclusions. Rather, they represent theoretically grounded patterns and the proposed conceptual model developed through the analysis.

The theoretical analysis suggests that literary translation strategies in the context of generative artificial intelligence can be classified into six principal categories:

1. Cultural adaptation strategies — domestication and foreignization.

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2. Semantic reformulation strategies — explicitation and implicitation.
3. Lexical-denotative strategies — specification and generalization.
4. Figurative transformation strategies — metaphorical reformulation and preservation of imagery.
5. Pragmatic transformation strategies — reformulation of speech acts and communicative intention.
6. Stylistic transformation strategies — preservation of authorial style and aesthetic impact.

An important feature of this classification is that translation strategies do not operate in complete isolation from one another. Instead, they function within complex translation tasks.

For example, a cultural realium may be preserved through foreignization while its meaning is simultaneously clarified through brief explicitation. Therefore, several strategies may be employed together within a single textual fragment. Based on the proposed theoretical model, the relationship between prompt types and expected translation characteristics can be represented as follows: The main theoretical contribution of the study is the proposed model for managing literary translation through prompts. The principal characteristic of the proposed model is that prompts, unlike ordinary technical instructions, integrate several translation requirements into a unified functional system. From this perspective, the term "metatranslational regulator" is used in this article as an author-proposed theoretical concept. Its status as an independent scientific category requires further investigation through experimental research.

DISCUSSION

The theoretical findings indicate that literary translation strategies in the context of generative artificial intelligence cannot be examined independently of traditional translation studies concepts. Rather, contemporary technologies create opportunities to reconsider established theories within a new communicative environment.In particular, L. Venuti's theory of domestication and foreignization provides an important theoretical framework for analysing how cultural realia are conveyed in AI-generated translations.

Typological, grammatical, and linguocultural differences between English and Uzbek create additional complexities in literary translation. For example, certain meanings expressed through English articles, verb tenses, modality, and word order are conveyed in Uzbek through different grammatical or lexical devices. Furthermore, forms of address, politeness strategies, and expressions of social distance in English do not always correspond directly to the means of expressing respect, personal relationships, and speech etiquette in Uzbek. This situation requires generative artificial intelligence to take not only grammatical correspondence but also contextual and pragmatic adequacy into consideration. These factors justify the need to study English-to-Uzbek literary translation as a distinct empirical research area. Contemporary studies on generative artificial intelligence and literary translation have investigated the influence of prompts on translation quality from various perspectives. Compared with these studies, the distinguishing feature of the present article lies in its examination of prompt influence not merely in terms of general translation quality or creativity, but through the interaction of semantic, cognitive, pragmatic, linguocultural, and stylistic mechanisms.

At the same time, the practical effectiveness of this conceptual approach needs to be tested through further experiments using a corpus of English-to-Uzbek literary texts.

CONCLUSION

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The theoretical and methodological analysis conducted in this study demonstrates that investigating literary translation strategies in the context of generative artificial intelligence represents one of the promising areas of contemporary translation studies.The following scientific conclusions have been formulated:

Generative artificial intelligence is creating new technological conditions for the implementation of traditional literary translation strategies. However, this process is not identical to the conscious translation activity of a human translator. The manifestation of strategies such as domestication, foreignization, explicitation, implicitation, specification, and generalization in generative translation needs to be investigated using distinct linguistic and pragmatic criteria. Ensuring cognitive adequacy in literary translation is associated with reproducing the meaning of conceptual metaphors, images, frames, and national-cultural concepts. Ensuring pragmatic adequacy requires consideration of authorial intention, speech acts, presuppositions, implicit meanings, and social relationships between characters. Evaluating translation quality solely on the basis of grammatical correctness and lexical equivalence is insufficient. Literary-aesthetic impact and communicative adequacy must also be taken into account. Experimental investigation of prompt influence in English-to-Uzbek literary translation will make it possible to determine the practical value of the proposed theoretical approach.

Thus, studying the transformation of literary translation strategies in the context of generative artificial intelligence creates new opportunities for the comprehensive investigation of the relationship between humans, language, culture, and technological tools within translation studies.

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