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THE WEST VS (POST)SOVIET RUSSIA: THE IDEOLOGICAL ENEMY'S IMAGE IN ENGLISH TRANSLATIONS OF FICTION

Use of literary translations during the Cold War as an ideological weapon, especially by the Soviet side, has received considerable attention by translation scholars. Among the most sensitive issues, causing ideological manipulation of the target text, were the images of the antagonistic societies — the Soviet and the Western ones. The Soviet literature presented an unequivocally positive image of the USSR and a negative one of the 'bourgeois society;' due to the careful choice of literary works by foreign authors and omissions and replacements, translated literature demonstrated the same tendency. In the UK and the USA, the sphere of literary translation was not completely free of ideological pressure which resulted in (non)translation of works by Soviet authors and some ideological manipulations, too. In the period between the dissolution of the USSR and the new phase of antagonism between the Russian Federation (RF) and the West in recent years, it would seem only natural if literary translations were not ideologically manipulated any more. However, the study of literary translations, published in the contemporary RF, the UK and the USA, reveals the opposite. On the basis of a detailed analysis of linguistic choices of translators, considered within the broad historical-political and ideological context, I will intend to demonstrate modifications in English translations of images of the Russian and Western societies and their relations, created by the contemporary Russian authors Oleg Pavlov, Viktor Pelevin, Vladimir Sorokin, and Lyudmila Ulitskaya.

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