

## **TRANSLATION OF THE LITERARY WORK OF ART FROM THE STANDPOINT OF THE THEORY OF CROSS-CULTURAL COMMUNICATION**

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The article is devoted to the problems of interpretation and understanding of a literary work of art which appear to be most important when analyzing interaction of socio-cultural factors. Preservation and reproduction of the communicative effect of the original is closely related to the concept of figurative content of fiction which comprises both logical and emotional components. However, analysis of different interpretational variants of one original reveals certain discrepancy in perception of this or that character sketch based on the personal and social characteristics of the translator.