**TRANSLATION LANGUAGE CULTURE IN THE TRADITION OF POSTMODERNISM**

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The linguistic picture of the world as a way of the reality reflection in human mind has been determined in accordance with a society’s culture. But, according to the analysis of publications, the vast majority of researches devoted to the study of a language picture of the world thru the aspect of a ratio of the objective reality and its subjective reflection in language with less attention to such a significant factor as a linguistic-cultural transformations caused by civilizational changes. This is about an expansion of postmodernism to linguistics, because of it the topicality of the theme the linguistic world became a new value.

The epoch of Modernism with its imperatives in the classicism went into oblivion and the strategy of deconstructionism of postmodern has reflected on the theory of translation with a bankruptcy of realism, a special way of constructing a language picture of the world, a peculiar esthetic of creation. A figment, an irony, a carnival and a parody “schizophrenia” approve itself in the linguistic culture in translation of postmodern, as it seen, for example, in the creative of modern national writers when heroes have a paralogous reasoning in the works using specific vocabulary and reality reflected the new configuration categories of esthetics. Declared by R.Barthes’ “Death of the author” denies the untouchability of author’s intentions and gives some grounds to claim that the “a meaning of the text-that is what a reader takes from and not what an author puts in” (Mrs.Kornauhova N.), a meaning has been created in translation in accordance with needs of a reader.

In the postmodern situation the linguistic picture of the world is not an ordinary reality description; it is just the ground for the creation of a new reality. As Mr. Bodriyyar Zh. has formulated the concept of simulacra thru the refraction to the artistic creativity consist in a figment, a creation of reality what is not for real, in fact, actually, that is what makes a composition full of polysemy forms of reality reflection, a coloring of combinations of real and unreal, rational and irrational, meaningful within the framework of the absurd of culture.

Intentions of Mr. Bodler Sh. in his work “Padal” represents as a prophecy for the poetic esthetics of postmodern, where the line between a beauty and a freak was blurred when ugliness becomes the semantic-factor for literary aesthetics and reality is presented thru the marginal playback. An artistic creation of Mr. Bodler Sh. wasn’t limited by using only well-established rules and esthetics, which demonstrates the paradoxical and a shocking imagination game categories of aesthetics.

Special way the total liberalism or “squared retell” (Derrida, Jean-F.Liotar) was seen in the translation of Mr. Andruhovich Iu. “Hamlet”. His “very gentle attitude” Mr. Andruchovich Iu. to the reader is shown in a radical modernization of the origin and in a disengagement interpretation Shakespeare’s intentions. An acceptance of postmodernism by Mr. Andruhovich Iu. reflected itself on his translation as a harmonious combination of a factual and a figment. He makes closer an original author’s text to national and cultural tradition, filling it with sarcasm, jargon and a “living” word, using in his translation the expletives by Cossacks.

This way we can also talk about a kind of an irony, a parody, carnival, and “schizophrenia” in the meaning of creative norms of reality description, which creativity a lot of well-known Ukrainian writers, poets such as Mr. Andruhovich Iu, Mr. Zholdak B., Mr. Neborak N. and others differs from.

Generally, we see that postmodernism as a literary trend what was realized in the Ukrainian realities and does not destroy a national identity, as some writers and, to my mind, on the contrary, contributes to national identity, brings artistic expression to the ordinary reader his “living” word, a topicality of the reflected problems of existence.

In general, estimating postmodernism as a state of linguistics culture linguists must found from that each language culture is bordered with civilizational progress of the nation. And as the epoch of modern had given to the postmodern and postmodern is going to give a way to post postmodern, which is already there. But it’s difficult to predict the way of the linguistic reality reflection what will be in the future.