



CONTEMPORARY ISSUES IN LITERARY STUDIES AND TRANSLATION IN THE GLOBAL DIGITAL ERA

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Abstract. This study explores contemporary issues in literary studies and translation within the context of globalization and rapid digital transformation. The research aims to examine how cultural identity, intertextuality, and authorial style are preserved or altered during translation, especially when transferring culturally loaded literary texts. Methodologically, the study employs comparative textual analysis, descriptive translation studies, and elements of corpus linguistics to identify shifts and patterns occurring in modern translation practices. The results reveal that the increasing use of artificial intelligence tools, including machine translation systems, significantly influences the translator's role, accuracy, and interpretive responsibility. While digital technologies support efficiency, they often fail to convey subtle literary nuances, figurative meanings, and culturally specific expressions. The discussion highlights the need for new translator competencies, ethical considerations, and hybrid translation models combining human expertise with AI assistance. The study concludes that the modernization of translation education, the integration of corpus-based approaches, and the reconsideration of literary analysis frameworks are essential for addressing current challenges in both fields.

Keywords: literary studies, translation studies, cultural identity, intertextuality, artificial intelligence, corpus linguistics, stylistic analysis.

INTRODUCTION

The fast growth of digital technology and the stronger connections between cultures around the world have changed how we study literature and do translations. In the digital age, literary works spread quickly around the world. This fast circulation creates new difficulties for translators. They need to keep the cultural identity (a person's or group's unique cultural characteristics, traditions, and values), intertextual references, and the author's style intact. As more people around the world read literature, translators have a difficult job. They must keep the cultural meaning, the author's style, and the original beauty of the text when translating. Alongside these challenges, the emergence of AI-driven translation tools has transformed the translation landscape, raising questions about accuracy, interpretive responsibility, and translator agency.

Recent research highlights that literary translation requires not only linguistic competence but also deep cultural awareness, technological literacy, and the ability to navigate hybrid translation environments. Despite advancements in artificial intelligence, digital tools often struggle to render literary nuances such as metaphors, allusions, humor, and emotional tone. Consequently, there is a growing academic emphasis on integrating



human expertise with machine-assisted methods to enhance translation quality and ensure cultural relevance.

This study aims to examine key contemporary issues in literary studies and translation within the global digital context. It focuses on how cultural identity and stylistic features shift during translation, and how digital tools influence the translator's decision-making processes. By employing comparative analysis, descriptive translation studies, and corpus-based observation, this research seeks to provide an evidence-based perspective on current trends and challenges.

METHODS

This study employs a qualitative and descriptive research design grounded in modern translation studies. Three methodological approaches were used:

1. Comparative Textual Analysis

Original literary texts and their translations were compared to see changes in cultural references, metaphors, style, and intertextual elements (connections or references to other texts or literary works). Selected texts included culturally rich narratives from different genres.

2. Descriptive Translation Studies (DTS)

This approach was used to study real translation work, looking at how translators deal with language, cultural, and style challenges in the digital era. Changes, missing parts, and adaptations were documented and categorized.

3. Corpus Linguistics Elements

A small parallel corpus (a collection of original texts and their translations placed side by side for study) was created. Tools for analyzing the corpus were used to find how often words appear, the choice of words, and differences in style. This helped find common patterns in translations affected by digital tools or AI support. Data interpretation was supported by theoretical frameworks developed by contemporary translation scholars and digital humanities researchers.

RESULTS

The study produced several key findings:

1. Impact of Digitalization on Translation Practices

Using AI tools, especially machine translation programs, makes translating faster, but it can also cause mistakes. These tools often have trouble correctly translating metaphors, idioms, and expressions that are specific to a certain culture. Automated tools may misunderstand meanings that depend on the context.

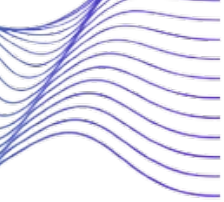
2. Shifts in Cultural Identity Representation

Comparative analysis revealed that cultural markers such as historical references, traditional concepts, and socio-cultural metaphors undergo significant adaptation during translation. In several cases, digital tools failed to recognize cultural symbolism, resulting in literal or culturally neutral equivalents.

3. Stylistic and Intertextual Variations

The results from the corpus showed that translations done mostly with AI had less variety in style. Connections to other texts (intertextual elements) and references to other literary works were often missing or not accurate.

4. Evolving Role of Translators



Translators are now often working more as editors and cultural guides. They check and improve translations produced by AI tools instead of translating everything by hand. This new role means translators need new skills, like understanding digital tools and using corpus analysis software.

DISCUSSION

These results show that digital technology has greatly changed how translation is done. AI tools can make translating faster, but they cannot fully understand the subtle meanings needed for literary texts. Because of this, the translator's job is even more important to keep the meaning, cultural accuracy, and the author's style intact.

The way cultural identity changes in translations shows that there is a risk of different cultures becoming too similar in translated texts. To avoid this, translators need to respect cultural differences and keep the text understandable while keeping its special cultural details.

Translations made mostly with AI often lose some of the author's style and creativity. This shows that we need a mixed approach: human translators should handle the creative and meaning-related parts, while AI tools can be used for first drafts or checking language patterns.

The discussion shows that the future of literary translation depends on combining traditional translation skills with digital knowledge. Schools and universities should update translation programs to include corpus-based methods, AI skills, and digital humanities techniques.

CONCLUSION

This study shows that modern literary translation in the digital age faces big challenges, including keeping cultural identity, maintaining the author's style, and using AI tools effectively. Digital technologies make translation faster, but they cannot replace the careful decisions that human translators make. Therefore, a balanced approach combining human skills with technology is necessary.

Updating translation education, improving translators' digital skills, and focusing more on cultural and literary analysis will help solve current and future challenges. In the end, successful translation in the digital age depends on the translator's ability to balance technology, culture, and creativity in literature.

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