



THE SKILL OF WORD CHOICE IN LITERARY TRANSLATION: AESTHETIC PRINCIPLES AND CULTURAL BRIDGES



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ABSTRACT

This article examines the pivotal role of precise word choice and phraseology in literary translation, analysing its deep aesthetic foundations and its vital contribution to the cultural, spiritual, and intellectual development of society.

Keywords word choice, literary translation, aesthetic principles, cultural bridge, originality, poetic mastery, national values, artistic re-creation

The artistic image lies at the very heart of creative literature and is as boundless as life itself. The borders of literary art and its countless genres cannot be strictly defined, for they stretch as endlessly as the vast world of human imagination and fantasy. Consequently, literary translation carries an immense and sacred responsibility. From the earliest days of civilisation, it has been understood

that a truly artistic translation must carefully preserve the purity, unique charm, literary norms, and profound aesthetic power of the original language. Only when these principles are observed with the greatest care and sensitivity does the translation truly touch the reader's soul, awaken genuine emotion, and leave a lasting imprint on the heart and mind. President Shavkat Mirziyoyev, during his memorable visit to the Alley of Writers in the National Park named after Alisher Navoi, eloquently highlighted the eternal educational power of literature: “Literature reveals the heart of the nation and the deepest spirituality of the people. In these complex and rapidly changing times, we must harness the inspiring strength of literature to reach people's hearts and guide them toward the most noble goals. We will create every necessary condition to study our ancestors' rich heri-