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TRANSLATION STRATEGY: A COMPARATIVE REVIEW WITH REFERENCE TO KAZAKH-ENGLISH LITERARY TRANSLATION

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Abstract. The concept of *translation, strategy*, is widely used in translation studies, yet its theoretical definition and scope remain inconsistent. Scholars such as E. Nida, P. Newmark, H. Krings, and C. Séguinot have proposed influential classifications, but their approaches vary, leading to conceptual ambiguity. This article seeks to clarify the use of the term *translation strategy* by examining its treatment in major theoretical works and recent scholarship, and to evaluate its significance for literary translation, particularly in the Kazakh-English context. The study adopts a qualitative, literature-based approach, analyzing key theoretical contributions alongside recent research, including I. Milevich's findings that "translation strategy" often appears in abstracts and keywords but is rarely defined in the main text. The review indicates that translation strategies are interpreted variously as procedures, methods, or cognitive processes. The analysis highlights the persistent debate around domestication and foreignization, strategies originally formulated by F. Schleiermacher and later developed by L. Venuti, which illustrate the translator's choice between cultural adaptation and preservation of foreign elements. The article emphasises the need for a systematic examination of translation strategies that integrates procedural, cognitive, and communicative dimensions. It argues that a balanced approach—combining accessibility for readers with the preservation of cultural and linguistic specificity—is essential for effective literary translation.

Keywords: translation, strategy, translation procedure, translation strategy, domestication, foreignization, literary translation, Kazakh-English translation

Introduction

The notion of *translation, strategy*, is observed in both Kazakh and English translation studies. The concept of translation strategy has long occupied an important place in Kazakh and English translation studies. Strategies are conscious choices and methods that help translators solve problems, mediate between languages, and consider cultural differences. Despite its frequent use in translation theory and practice, the term itself is still controversial. Scholars disagree not only on its definition, but also on how it differs from related concepts such as method, procedure, and technique. For example, while some theorists view strategies as global approaches to translation, others consider them to be

local problem-solving procedures or even cognitive actions performed by the translator. The lack of clarity in the concept has led to inconsistencies in research and application.

The study of translation strategies is particularly relevant to literary translation, where translators must balance the requirements of accuracy, readability, and cultural representation. In the context of Kazakh-English translation, these difficulties are often compounded by significant linguistic and cultural differences that require creative solutions. Among the most discussed strategies are foreignization and domestication, first formulated by Friedrich Schleiermacher and later developed by Lawrence Venuti. These strategies reflect the translator's fundamental dilemma: to adapt the text to the norms of the target culture or to preserve its foreign elements.

The main aim of this research is to review the main definitions and typologies of translation strategies in the works of leading scholars and to analyze the role of domestication and foreignization in literary translation, with a particular focus on the Kazakh-English experience.

The term *strategy* in English is present in a large sense and is applied in the terms of *plan, method, series of manoeuvres, stratagems for obtaining a specific goal or result, skill in managing any affair*.

In the main studies on English translation, we see that the term *translation procedure* is often used instead of the notion of 'translation strategy'. For example, E. Nida provides this classification of *translation procedures*:

I. Technical procedures:

- 1) analysis of the source and target languages;
- 2) careful study of the source text before conveying the meaning of the text;
- 3) thorough exploration of semantic and structural affinity.

II. Organisational procedures:

- 1) consistent review and evaluation of decisions during translation;
- 2) comparison with other translations (if any) of the same text;
- 3) monitoring the audience perception to the translation, constantly checking the communicative impact and fidelity of the text, maintaining attention, setting goals [1, p. 241].

P. Newmark underlined that practicing translators when translating literary works, one should first translate from the original into one's native language. This is considered the constructive *method* or *strategy* for producing a openly realizable translation with the highest degree of accuracy and effectiveness. Nevertheless, most translators refer to this type of translation as '*service translation*', considering that they also produce a significant contribution to translation studies through the process of rendering texts from their first language into a learned second one. Translators performing such tasks are required not only to understand the text but also to possess an extensive knowledge base and a repertoire of translation strategies. These areas include: 1) science and technology; 2) social, economic and/or political topics; 3) literary and philosophical works; Only with such broad competence will it be possible not merely to achieve fluency in both the source

and target languages, but also to render the translation in a manner that is clear, accurate, concise, economical, and stylistically effective. As P. Newmark notes, a translator's mastery of these domains is essential to achieving both precision and expressiveness in translation [2].

P. Newmark shows the following *translation procedures*: 1) word translation procedure, 2) arbitrary form translation procedure, 3) translation procedure cost, 4) translation procedure cost from a semantic point of view, 5) semantic translation procedure, 6) idiomatic translation procedure, 7) communicative translation procedure. As demonstrated earlier, the researcher classified translation procedures analogously to the types of translation.

Hans P. Krings defines a translation strategy as a cognitive plan for translation tasks, applied in the context of undertaking the resolution of specific translation problems [3, p. 265].

Candace Séguinot identifies 3 primary strategies commonly adopted by translators. They are as follows:

1. Translation strategies that are performed for as long as possible, continuously;
2. Strategies for instant correction of superficial errors;
3. Strategies for retaining qualitative or stylistic errors in the text for a revision period of monitoring purposes [4, p. 73].

One of the controversial terms in the field of modern translation studies is translation strategies, researcher Inga Milevich points out that the typology of translation strategies has different principles of classification and justification. In her article, the researcher, analysing 325 research articles containing the combination of strategy + translation in the Cyberleninka electronic library, notes that as a result of her research, the concept of translation strategy is found mainly in the abstracts of articles and keywords. The main text of the articles does not provide a complete definition or information about translation strategy. In view of this situation, the author suggests that the use of the concept of translation strategy should be based on the author's goal of expressing themselves or demonstrating their abilities [5, p. 103].

In general, the theory of language evolution is not a fixed, immutable science; it is a comprehensive science that allows us to see the cultural and linguistic elements of different languages. However, the work of translators and interpreters is not always accurate and consistent, and is often subject to criticism. Nevertheless, based on scientific research, we can clearly see that the history of translation in Kazakhstan dates back more than three centuries and continues to this day [6, p. 528].

In this article, the author conducts an experiment with the aim of demonstrating the mutual influence between the discursive-communicative model and the translation strategy. The results of the experiment show that the discursive-communicative translation model influences the translation strategy of the translator in the process of translation, and it is believed that the translator's translation process is influenced by the strategies used in the translation. However,

the author does not provide any detailed information about the translation strategy [7, p. 55].

The translation strategy is a relatively vague concept that refers to the general view of the translation process or the concept of translating a specific text. Go, Zihan expresses that when translating Internet slang, translation strategies are used, but there is no clear translation strategy in the process of translation [8, p. 410].

When dealing with a wide variety of literary texts and complex information structures, translators require effective strategies for processing information in two languages. Upon closer examination of contemporary strategies for literary translation, certain models and approaches used by translators to compensate for inevitable or anticipated information loss can be identified. Such strategies are largely intuitive, unbiased, and impartial (biased and unbiased) [9].

Many theorists distinguish between ‘*translation strategy*’ and ‘*technique*’. However, the terminology they use for this purpose is not uniform. In the most cited works on this topic, strategy is sometimes referred to as a method or global strategy, while technique is mainly referred to as a procedure or local strategy. Since the term *procedure* is interpreted as a complex multi-step process and is not always used for translation (especially for a single word or phrase), the term *technique* takes precedence in this work. A comparison of the proposed definitions of translation methods and strategies, as well as techniques and procedures, shows that the two terms in each pair are identical in content [10, p.7].

Materials and methods

This article uses a set of methods based on research and scientific literature aimed at conceptualizing and applying translation strategies found in Western and Kazakh translation studies. The main sources of data were scientific books and articles by influential theorists such as E. Nida, P. Newmark, F. Schleiermacher, L. Venuti, H. Krings, C. Segino, T. Kazakova, A. Vilenskii, M. Munoz, L. Harmon, S. Lauffer, A. Islam and A. Zhumabekova as well as scientific research published in electronic libraries such as CyberLeninka, ResearchGate, and journals indexed in Scopus database. The main research approach in the article is comparative research and analytical methods. First, a comparative review of the main theoretical works and an analytical analysis of scientific ideas, definitions and analysis results related to the above-mentioned related concepts of translation strategy, such as method, procedure and technique, were carried out. Second, given some of the research, a discursive analysis was conducted, which showed that the term “translation strategy” is often found in annotations and keywords, but is rarely specified in the main text and presented as general information without definition. In the course of the study, a comparative analysis was carried out with Kazakhstan studies using the synthesis method for a more balanced analysis of the translation strategy of terms from a Western point of view.

The research area is limited to translation strategies in a literary context, with particular emphasis on foreignization and domestication strategies. Focusing on these strategies, the article seeks to demonstrate the relevance of theoretical discussions for practical translation issues, especially in the Kazakh-English context, where cultural differences and national characteristics significantly affect the quality of literary translation.

Results

A review of the scientific literature shows that the concept of “translation strategy” is interpreted in different ways, sometimes contradictory. As already mentioned, in the works of E. Nida and P. Newmark’s strategies are often identified with procedures or methods, emphasizing the technical steps taken to ensure semantic and syntactic accuracy. On the contrary, scholars such as H. Krings and C. Seguíno, consider strategies as cognitive processes, paying special attention to decision-making and problem solving by the translator in the translation process. This difference reflects the lack of a unified theoretical definition and broader methodological pluralism in translation studies. The study also draws attention to the ongoing discussions around domestication and forenization strategies. These translation strategies reflect the central dilemma facing translators: is it advisable to adapt the text to the norms of the target culture, or should “foreign” elements be retained to preserve the uniqueness of the original? Although adaptation is associated with accessibility and freedom, it also highlights cultural and linguistic differences in foreign languages, which can lead to different readers’ perceptions of the text. Kazakh and foreign researchers recognize both strategies as particularly important in literary translation, where cultural and aesthetic nuances must be carefully considered.

In general, the results of the study indicate that translation strategies operate simultaneously at the procedural, cognitive and communicative levels. This diversity indicates that effective literary translation requires a flexible and balanced approach that combines sensitivity to cultural differences and methodological rigor (See Table 1).

Table 1. Interpretations of Translation Strategy in Scholarly Literature

Interpretation	Description	Representative Scholars
Procedures / Methods	Technical steps or techniques ensuring semantic and syntactic accuracy.	E. Nida, P. Newmark
Cognitive Processes	Mental actions and problem-solving activities during translation.	H. Krings, C. Séguinot
Communicative Approaches	Strategies aimed at achieving intended impact on readers and cultural mediation.	L. Venuti, T. Kazakova, Y. Wu
Cultural Orientation	Focus on domestication vs. foreignisation, balancing adaptation and preservation.	F. Schleiermacher, L. Venuti, E. Nida

As shown in Table 1, the literature review reveals four main ways in which the concept of *translation strategy* has been interpreted by scholars. The first interpretation treats strategies as *procedures or methods*, focusing on technical steps for achieving semantic and syntactic equivalence, as exemplified in the works of E. Nida and P. Newmark. A second perspective emphasises *cognitive processes*, viewing strategies as mental operations and problem-solving techniques employed by translators during the act of translation, a view advanced by H. Krings and C. Séguinot. A third interpretation highlights the *communicative dimension* of translation, where strategies are designed to achieve a specific impact on the target readership and to mediate between cultures, as discussed by L. Venuti, T. Kazakova, and Y. Wu. Finally, a fourth strand focuses on *cultural orientation*, particularly in the longstanding debate between domestication and foreignization, originally formulated by F. Schleiermacher and later elaborated by L. Venuti.

This classification underscores the conceptual ambiguity of the term *translation strategy*, while also showing its richness and adaptability across different theoretical paradigms. It further demonstrates that strategies operate simultaneously at technical, cognitive, communicative, and cultural levels, a finding that has particular relevance for literary translation in culturally diverse contexts such as Kazakh-English translation.

Experienced translators from York University are conducting an empirical study within their research, the aim of which is to demonstrate 3 primary translation strategies that translators encounter in their work. They are following: understanding and reasoning, searching, and revising [11, p. 59].

These researchers have proven through their experiments that these translation strategies cannot be precise and are not easy to apply; they are constantly intertwined and always repeated in the translation process (See Table 2).

Three translators took part in this practice and they work on one translation text. Moreover, each translator approached the translation process with the same set of strategies. The actions of understanding and reasoning here are as clear and understandable as possible. At this stage, translators familiarize themselves with the text received in the form of a translation, understand it, and evaluate ways of summarizing it in the target language. To fully implement this stage, they use strategies such as reading, comparing, consulting colleagues, reading aloud, comparing language structures, and considering available alternatives. In practice, all three translators maintained a structure very close to that of the original text. In addition, this was observed both in the structure of the general sentence and in the translation of individual words. Translators say that this strategy played an important role, especially with regard to the syntactic structure of the text.

In the course of searching for and rethinking translation strategies, translators involved in the practice had to make plenty decisions regarding the translation text. One of the decisions concerned the usage of translation applications. The translators noted that Translog and Camtasia proved particularly

effective throughout the translation process. Using these tools, they recorded their work in both audio and video formats, reviewed their performance, and applied a rethinking strategy to refine the translation. During the search period, translators worked on separate words, phrases, terms, and denominations from different sources of information, including dictionaries, reference books, websites, and databases, trying to identify the nearest alternative. All three translators used paper and electronic dictionaries and glossaries. In addition, industry experts use a special website to determine their opinions on individual words, phrases, and names. Furthermore, translators used a special programme to try to determine the process of finding equivalents for words using intuition, carefully observing the translator’s verbal and physical expressions. Practical evidence reveals that this translator is accustomed to searching for and requesting more words, that he knows, not from his choices, but from the external circumstances. The results of the practice showed that, although the same material translators with equal experience implemented the same strategies (See Figure 1.), there were differences in their translations, and it was proven that the chosen translation strategy is also changes in accordance with the translator’s abilities.

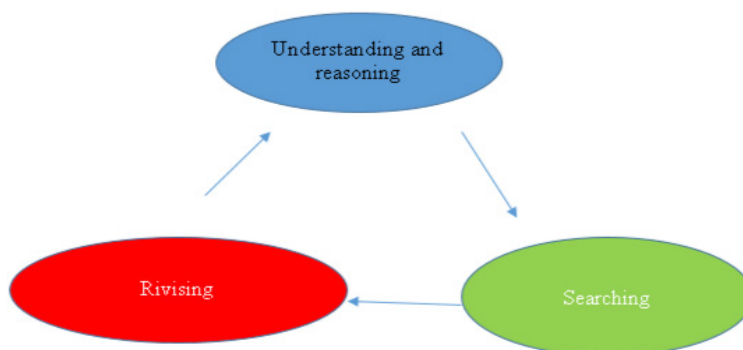


Figure 1 – The Cyclical nature of translation strategies

Table 2. Translation Strategies Identified in the York University Study

Strategy	Description	Typical Actions / Tools	Key Findings
Understanding and Reasoning	Familiarising with the text and analysing meaning before translation	Reading, comparing, reading aloud, consulting colleagues, evaluating structures	Helped maintain syntactic accuracy; all translators produced similar structures in sentences/words
Searching	Looking for equivalents and alternatives during translation	Using dictionaries (paper & electronic), glossaries, websites, databases, consulting experts	Tools like <i>Translog</i> and <i>Camtasia</i> recorded process; focus on finding closest alternatives
Revising	Reviewing and refining translations after initial draft	Listening to recordings, rethinking word choices, adjusting phrasing	Showed differences among translators despite similar strategies, proving strategies adapt individually

As shown in Table 2, a study by the University of York identifies three main translation strategies: understanding and reasoning, search and processing. Each strategy corresponds to specific cognitive and practical actions. For example, understanding and reasoning involves familiarizing yourself with the source text and analyzing its structure, while searching relies on external tools such as dictionaries, glossaries, and translation software. The revision, in turn, reflects the translator's critical reassessment of decisions made in previous stages. Although the three interpreters in the study used the same strategies, their final results were different, confirming that individual abilities and preferences influence the use of strategies.

To illustrate the repetitive and interrelated nature of these strategies, Figure 1 provides a simplified diagram of the process. Understanding, searching and editing do not work in a linear sequence, but form a continuous loop, which indicates that translation is a dynamic process of constant decision-making and correction. Together, the table and diagram show the complexity of translation as a cognitive and communicative activity, while making the results of the study accessible and visually understandable.

Discussion

1. The cognitive dimension of translation strategies

One of the outstanding scholars Wolfgang Loescher defines translation strategy as a potential cognitive procedure used to solve problems that arise in the translation process [12]. This point of view suggests that strategies are not simply mechanical methods, but mental operations that play a central role in the translator's decision-making process. We support this cognitive point of view, as translation requires not only technical competence, but also strategic thinking that allows translators to choose effective, appropriate, and contextually relevant methods. Thus, strategy is not a rigid formula, but a flexible choice based on the translator's professional experience and intuitive judgement [13, p. 337]. From this perspective, translation strategy can be defined as a complex system of actions that translators use to achieve clarity, accuracy and communicative effectiveness.

This cognitive approach is particularly relevant for translation from Kazakh into English. This is because translators must decide how to convey culturally specific concepts (e.g., proverbs, idioms) while balancing meaning and readability. Cognitive strategies help them accomplish these tasks by combining linguistic analysis with cultural sensitivity.

2. Domestication and foreignization: the core debate

Among the most influential translation strategies are domestication and foreignization. We noted the strategy of foreignization, which originated in the works of Friedrich Schleiermacher and was later developed by Lawrence Venuti. This discussion remains very important for Kazakh-English translation. Domestication can increase the accessibility of a text for English-speaking

readers, but it carries the risk of erasing or obscuring the national characteristics and values of the work in translation, as well as losing the cultural markers of the Kazakh language. In contrast, the foreignization strategy aims to preserve cultural identity, but may limit the freedom or accessibility of the text. Thus, translators need to be very careful about balancing and integrating these two strategies in translation, as they can often be used in combination depending on the type of text, audience and purpose.

3. Historical perspectives and critical views

As the history of translation shows, the translation strategies of *domestication* and *foreignization* have been interpreted differently by various researchers. For example, F. Newman proposed an approach of strict literal translation, which later became known as *Newmanisation*. The scholar argued that the role of the translator is not to interpret, but to accurately convey the author's words [3].

American scholar E. Nida proposed a different approach to translation studies, introducing formal and functional approaches. His theory of 'dynamic equivalence' coincided with the idea of the 'domestication' strategy, emphasizing naturalness and accessibility for the reader [1]. However, this theory has been criticized for downplaying the importance of preserving cultural specificity. This point of view is particularly vulnerable in contexts where specific linguistic or cultural codes play a central role, such as in the Kazakh oral tradition. The lack of such consensus among scholars indicates that there is no single 'correct' strategy. Strategies must be context-specific and adapted to the translator's goals, the audience, and the function of the text.

4. Hybrid and context-dependent approaches

Although theoretical discussions have often focused on issues of domestication and foreignization, recent research has revealed the need for a more nuanced, hybrid approach. Translation involves several stages: choosing a strategy, selecting suitable alternatives, creating the target text, and editing to ensure accuracy and stylistic consistency. Each stage requires different strategies, which can be combined with adaptation depending on the situation.

In the context of Kazakh and English, such hybridity is particularly valuable. Kazakh proverbs, idioms, and terms with cultural connotations do not always have direct English equivalents. A pure adaptation strategy risks oversimplifying cultural differences, while preserving the strict features of a foreign language may alienate readers in translation. Therefore, the best practice is to combine both approaches: preserving cultural richness in translation while ensuring sufficient accessibility.

5. Conclusions and open questions

This review shows that translation strategies cover cognitive, procedural, communicative and cultural aspects. However, a number of open questions remain unresolved: are there general strategies applicable to both interpreting and translation, or are they fundamentally different? To what extent can translators preserve cultural specificity without sacrificing readability? How can translation

strategies be organised in such a way that they correspond to both theory and practice?

Further empirical research is needed to answer these questions, especially in such understudied contexts as Kazakh-English translation. With growing global interest in Kazakh literature and culture, this area offers fertile ground for the development of context-dependent typologies of translation strategies.

Translation strategies can be viewed not as rigid formulas, but as flexible systems of action shaped by the translator's cognitive processes, professional experience, and cultural context. The debate between domestication and foreignization will always remain the focus of researchers and translators, but it must be adapted to specific literary and linguistic situations. We believe that a balanced hybrid approach to Kazakh-English translation is more promising, as it ensures both accessibility for readers and the preservation of cultural identity.

6. Case study: translation of O. Bokey's works

A striking example of the use of translation strategies is the English translations of works by Kazakh writer O. Bokey. Analysis of the translator's decisions shows the consistent use of foreign language in conveying ethnolinguistically significant elements. For example, «kiiz üi» ('a portable round hut covered with fur or felt'), «süiñi» ('the Kazakh tradition of bringing good news – giving gifts'), «qūmğan» ('a jug with a long neck and a long thin spout') and «qūryq» ('a traditional tool used by herders to hunt livestock') (Kazakh language examples converted by using Qazlat.kz) are presented in English using interpretive translation. Such translations preserve their cultural specificity and introduce English-speaking readers to unique aspects of Kazakh life and traditions.

In addition, the domestication strategy is particularly noticeable in cases where translation is carried out through an intermediary language. In these cases, significant changes are made to the source text, resulting in gaps or distortions in the translation. Since one of the distinctive features of literary works is their integrity and coherence, the translator's task is to preserve the structural unity of the narrative, ensuring that the author's philosophical, aesthetic and cultural intentions remain unchanged. Translation requires a deep understanding of the source text and its careful interpretation before translating into the target language. Only in this case can the dynamic, ethical, logical and cultural aspects of the text be conveyed without distortion. However, the translation of Bokey's novel *Kısıkiik* (The Deer Man) has significant shortcomings. Some of the climactic passages of the original text have been omitted in the translation, which disrupts the chronological order of the narrative. For example, the central episodes related to the descent of the main character Aktan into the Tengrikoymas cave, his reunion with his long-lost father, the discovery of kinship between Aktan and DT [14, p. 96] and Aktan's miraculous rescue from a deadly abyss, have been shortened, and some plot lines have been omitted altogether in the translation [15, p. 89–98].

Such omissions not only disrupt the coherence of the plot, but also reduce the stylistic and emotional depth of the original (see Table 3).

This translation process demonstrates the translator’s tendency to take excessive liberties, sacrificing narrative and cultural elements in favour of brevity or simplification. As a result, the translated text loses the holistic artistic and ethnolinguistic features that reflect the author’s creative vision. Given that an author’s literary work is not only a product of their personal creativity but also a reflection of national culture and ethnic identity, such omissions have serious consequences. The exclusion of ethnolinguistic indicators undermines the cultural authenticity of the translation, distorting both the author’s style and his understanding of Kazakhstan’s cultural heritage.

Table 3. Foreignization vs. domestication in the translation of O. Bokey’s works

Strategy	Examples from Translation	Effect/Outcome
Foreignisation	<p>kiız üi – “a portable round tent, covered with skins or felt”</p> <p>süiınşı – “a Kazakh tradition whereby the bringer of good news is given a present”</p> <p>qūmğān – “a pitcher with an elongated neck and long, thin spout”</p> <p>qūryq – “a traditional implement used by herdsmen to capture livestock”</p>	<p>Preserves cultural specificity; introduces English readers to Kazakh ethnolinguistic elements; highlights national identity.</p>
Domestication	<p>Omission of key episodes in Kisikiik (The Man-Deer), e.g. Aktan’s descent into Tāñırıqoimas cave, reunion with his father, kinship revelation, and miraculous escape [83, pp. 89–98].</p>	<p>Disrupts narrative coherence; reduces stylistic and emotional depth; diminishes ethnolinguistic markers; weakens the cultural authenticity of the translation.</p>

A comparative analysis of O. Bokey’s translations shows the coexistence of foreignization and domestication strategies (see Table 3). On the one hand, the translator uses a foreignization strategy, preserving such ethnolinguistic units as ‘kiız üi’, ‘süiınşı’, ‘qūmğān’ and ‘qūryq’. This approach allows the cultural specificity to be preserved and introduces English-speaking readers to Kazakh traditions and material culture, thereby strengthening the author’s national identity in the translation. On the other hand, the domestication strategy is used to highlight important episodes in the story ‘Kisikiik’ (‘The Deer Man’), including the protagonist’s descent into the Tāñırıqoimas cave and his meeting with his father. These deviations disrupt the chronology of the narrative and weaken its stylistic, emotional, and cultural impact. Thus, linguistic data confirms that while the strategy of foreignization enhances cultural specificity in this translation, the strategy of domestication, when overused, can undermine the unity and authenticity of the source text.

Conclusion

In conclusion, it was established that choosing the right translation strategy is extremely important for the quality of literary translation. It is a key factor determining both the accuracy and cultural expressiveness of the text. Pre-translation analysis, careful selection of alternatives, and consideration of the communicative task allow the translator to preserve the integrity of the text and ensure its comprehension by the reader. Although the theoretical differences between 'strategy,' 'method,' and 'procedure' remain ambiguous, in practice it is clear that strategy should be understood as a complex set of coordinated actions that guide the translator's decision-making process.

A comparative analysis of O. Bokey's translations demonstrates the consequences of applying these strategies. On the one hand, the use of the strategy of foreignization, observed in the preservation of such ethnolinguistic terms as 'yurt' and 'suyinshi', allows cultural specificity to be preserved and brings Kazakh traditions closer to foreign readers. On the other hand, excessive use of the domestication strategy disrupts the coherence of the text in the original rendering of key episodes and leads to a loss of the stylistic and cultural characteristics of the author's choice of words.

Consequently, it can be concluded that no single strategy can guarantee the quality of a translation. We have concluded that the most effective solution for Kazakh-English literary translation is achieved when the foreignization strategy is used as a balanced approach, combining the cultural authenticity of the foreignization strategy with the readability of the domestication strategy. This approach not only ensures accessibility for the target audience, but also preserves the national identity and ethnolinguistic richness inherent in the source text. Based on the definitions of these researchers, it becomes clear that during pre-translation analysis, it is necessary to clarify the meaning of the text. As a general form of translation, external information about the resulting translation is collected, the source and recipient are identified, and the communicative task of the translation set by the original author is determined. In this case, the search for analytical receptivity is carried out simultaneously with the translation activity, and, if necessary, the most suitable synonymic series and alternative receptivity in the target language are selected. In general, at this stage, the terminological and lexical composition of the text in the target language is formed. Consequently, the goal at this stage is not to deviate from the content of the text and to ensure its correct understanding by the reader. After such pre-planned translation strategies, it becomes possible to accept, analyze and eliminate shortcomings in the quality of the finished text, conclusion or result of the translation text being produced. However, this does not mean that there is a complete understanding of the translation strategy at all these stages. After all, if we take into account the above definitions, they are all declarative in nature. In our opinion, any researcher, relying on logic and intuition, understands that translation is a process carried out exclusively through a combination of numerous actions by the translator.

Therefore, we believe that translation strategy should be viewed not as the antithesis of concepts such as method, approach, path, action or tactic, but as a set of actions mobilized by them to achieve a single goal, a single direction. Thus, it can be said that in modern translation studies there is no clear and unambiguous understanding of what translation strategy is and, accordingly, how strategy differs from method/approach.

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АУДАРМА СТРАТЕГИЯСЫ: ҚАЗАҚ-АҒЫЛШЫН КӨРКЕМ АУДАРМАСЫНА ҚАТЫСТЫ САЛЫСТЫРМАЛЫ ШОЛУ

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Аңдатпа. Аударма стратегиясы ұғымы аударматану ғылымында кеңінен қолданылады, алайда оның теориялық анықтамасы мен ауқымы әлі күнге дейін бірізді емес. Е. Найда, П. Ньюмарк, Х. Крингс және К. Сегино сияқты ғалымдар тиімді жіктемелер ұсынғанымен, олардың түрлі көзқарастары теориялық тұжырымдама жағынан түсінбеушіліктерге апарып тіреді. Мақалада «аударма стратегиясы» терминінің негізгі теориялық еңбектер мен заманауи зерттеулерде қолданылуы талданып, оның әсіресе қазақ-ағылшын көркем аудармасындағы маңыздылығы бағаланады. Зерттеу сапалық, әдеби шолу әдісіне сүйеніп, негізгі теориялық еңбектерді және И. Милевичтің «аударма стратегиясы» көбіне аннотация мен кілт сөздерде кездескенімен, негізгі мәтінде ашылмайтынын көрсеткен зерттеуін қарастырады. Талдау нәтижесінде аударма стратегиялары әртүрлі түсіндірілетіні: процедура, әдіс немесе когнитивтік үдеріс ретінде қолданылатыны анықталды. Сонымен қатар мақалада бастапқыда Ф. Шлейермахер ұсынған, кейін Л. Венути дамытқан доместикация және форенизация стратегияларының мәдени бейімделу мен бөгде элементтерді сақтаудағы рөлі қарастырылады. Автор аударма стратегияларын процедуралық, когнитивтік және коммуникативтік қырларымен жүйелі зерттеудің қажеттігін атап көрсетеді. Әдеби аудармада оқырманға қолжетімділікті және мәдени-тілдік ерекшелікті сақтау арасындағы теңгерімді ұстану маңызды деп тұжырымдайды.

Тірек сөздер: аударма, стратегиясы, аударма процедурасы, доместикация, форенизация, көркем аударма, қазақ-ағылшын аудармасы

СТРАТЕГИЯ ПЕРЕВОДА: СРАВНИТЕЛЬНЫЙ ОБЗОР НА МАТЕРИАЛЕ КАЗАХСКО-АНГЛИЙСКОГО ХУДОЖЕСТВЕННОГО ПЕРЕВОДА

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Аннотация. Понятие «стратегия перевода» широко используется в переводоведении, однако его теоретическое определение и объем остаются неоднозначными. Такие ученые, как Ю. Найда, П. Ньюмарк, Х. Крингс и К. Сегино, предложили влиятельные классификации, но их подходы различаются, что приводит к концептуальной неопределенности. В статье рассматривается употребление термина «стратегия перевода» в основных теоретических работах и современных исследованиях, а также оценивается его значимость для художественного перевода, в частности казахско-английского. Исследование основано на качественном методе литературного обзора с анализом ключевых теоретических трудов и современных публикаций, включая работу И. Милевич, показавшую, что «стратегия перевода» часто встречается в аннотациях и ключевых словах, но редко раскрывается в основном тексте. Обзор показывает, что стратегии перевода трактуются как процедуры, методы или когнитивные процессы. В центре внимания также находятся стратегии доместикации и форенизации, впервые обозначенные Ф. Шлейермахером и позже разработанные Л. Венути, которые отражают выбор переводчика между культурной адаптацией и сохранением чуждого элемента. Подчеркивается необходимость системного изучения переводческих стратегий, включающего процедурный, когнитивный и коммуникативный аспекты. Делается вывод о важности сбалансированного подхода, сочетающего доступность текста для читателя с сохранением культурной и языковой специфики.

Ключевые слова: перевод, стратегия, процедура перевода, доместикация, форенизация, художественный перевод, казахско-английский перевод

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