

MODERN UKRAINIAN PUBLICATIONS OF TRANSLATED CHILDREN'S LITERATURE

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The article deals with the historiographical research of the publications of Ukrainian translated children's literature at the beginning of XXI century. It observes economic, social and demographic causes that have influenced the work of modern Ukrainian publishing houses and translators of children's literature.

Key words: children's literature, translation, Ukrainian publications of translated children's literature.

Здражко А.Є. Сучасні українські видання перекладної дитячої літератури. Статтю присвячено історіографічному дослідженню видань української дитячої перекладної літератури початку XXI століття. В роботі досліджуються економічні, соціальні та демографічні чинники, які вплинули на роботу сучасних українських видавництв та перекладачів дитячої літератури.

Ключові слова: дитяча література, переклад, українські видання перекладної дитячої літератури.

Здражко А.Е. Современные украинские издания переводной детской литературы. Статья посвящена историографическому исследованию изданий украинской детской переводной литературы начала XXI века. В работе исследуются экономические, социальные и демографические факторы, которые повлияли на работу современных украинских издательств и переводчиков детской литературы.

Ключевые слова: детская литература, перевод, украинские издания переводной детской литературы.

The unprecedented boom of translated children's books over the last few decades and the noticeable ascension in the quality of these translations happened as a result of the professional development of the translation business. It is thanks to Ukrainian translators that Ukrainian-speaking children from all over the world can step through L. Carroll's magical looking-glass and embark on adventures into the fascinating world of R. Kipling's stories and visit lusciously sweet Charlie's Chocolate Factory. These processes were accompanied by a prominent increase of scholarly interest in Ukraine and all over the world. All these factors couldn't but influence the quality and quantity of Ukrainian publications of translated children's literature.

The article observes crucial economic, social and demographic causes that influence the work of modern Ukrainian publishing houses and translators of children's literature. The relevance of the article is connected with the appearance of new translations of children's literature together with some reeditions of Soviet-time translations and the need of adults, who control the

process of children's reading, to choose the best publications for their educatees. The object of the work is economic, social and demographic factors that rule the current process of publishing of translated children's literature. The subject of the article is modern Ukrainian publications of translated children's literature. This article's aim is connected with specification and description of the most prepotent factors that influence the work of modern translators of children's literature and Ukrainian publishing houses. Translations from English into Ukrainian of the children's literature, published interviews with translators, bibliographical indices of Ukrainian publications of translated children's literature serve as the material for this article. The perspective of this work is to foresee the developing tendencies of translated children's literature expansion and formulization of long-term plan of popularization of children's reading.

The last few years of the first decade of XXI century gave Ukrainian children new series of translated

opuses. There appeared new names of translators of children's literature, while new works of well-known to young audience metaphrasts were published as well. Popular children's publishing houses continued their work, while there appeared the new ones, which commenced their active work.

Although there is a sufficient rise in the number of publications of translated children's literature at the beginning of the 21st century, these figures appear to be feeble compared to successful Soviet times (the end of 1980s). Publishing venture specialists find several main causes of such situation at the book market. Together with economic (decrease of population's purchasing capacity, high price of the books) and social problems (general decline in reading), demographic problems are often named as a main reason of children's books publication decrease. At the beginning of the 1990s the population of Ukraine was about 52 million people; in 2010 it decreased to 46 million people. This statistic regards children as well. In 2008 there were 8,695,000 people in the age group up to 17, the next year this number decreased by 122,000 [1, c. 1]. Due to continuous decline in birth rate during the last century, the percentage of children in the total population decreased from approximately 40% at the beginning of the XX century to 15% at the beginning of XXI century.

As per the data of State Statistics Committee of Ukraine the number of inhabitants is still decreasing. The average populations in January-September 2011 comprised 45,721,908 persons. In 2001 Ukraine recorded the lowest birth rate ever recorded in Europe for an independent country: 1.08 child/woman. During this year the number of children born was less than half of that born in 1987. But according to the official data in 2012 the number of persons in the age group from 0 to 14 increased by 14.4% and comprised 6,531,500 persons. The next census, which is scheduled to take place in 2013, promises to be more optimistic.

Distinct disequilibria formed at the Ukrainian book market: predominance of reeditions over publications of new translations, dominance of the books published for the youngest age group. As an example, in 2008 the number of reeditions almost equaled the number of

new translations. Publishing house "Shkola" did not issue any new translations of children's literature; the familiar Soviet-time publications were reedited once again: "Хати́на дя́дка То́ма" by Harriet Beecher Stowe (translated by V. Mytrophanov), "Різдвя́на яли́нка" by Charles Dickens (translated by N. Koshmarenko), "Загубле́ний сві́т" by Arthur Conan Doyle (translated by M. Ivanov), "Пригоди Гекельберрі Фінна" by Mark Twain (translated by I. Steshenko). At the same time publishing house "Egmont Ukraine" presents a number of new translations to young readers. Within the bounds of the series "Thinking spot" ("Чому так буває") the publishing house issues the following stories for preschoolers: "Does it float" ("Чому плаває лід"), "How does the garden grow" ("Як росте город"), "How do you jump so fast" ("Як ти стрибаєш так прудко"), "What is the use of insects" ("Яка користь від комах"), "Where did the puddle go" ("Куди поділася калюжа"), "Where does the fog come from" ("Звідки береться туман"). This series was translated by a researcher of translated children's literature V. Radchuk. In this series, the main characters of the stories teach young readers to observe the world, mastering specific skills. V. Radchuk mentions that these books are created by the people with pedagogic talent and cheerful mood; but he also points out that sometimes they make mistakes in the English language, use illogical constructions, and tolerate understatements: "There also can be harsh educational moments that are inconsistent with our pedagogical traditions" [2, c. 15]. So the translator has to correct all these mistakes, discrepancies and change the text for better understanding by young readers.

Vitaliy Radchuk points out that a translator of children's literature must be mindful of the particularity and specific features of the opus to be translated: "Children have special mentality, their own needs, that is why a translator has to be able to come back to his or her childhood and look at the world with a fresh amazed look" [2, c. 15]. Adults often forget the way they saw the world when they were children. A problem of misunderstanding has always existed between children and adults, even their language differs greatly.

That is why children's book writers, who can return to their own childhood and speak the same language with a modern child, are also good translators. V. Radchuk gives the names of D. Bilous, N. Zabala, D. Cherednychenko as an example of such. But a translator should not focus on the very young audience, he or she should have a little bit older child in mind, as young readers should not be stuck at the same intellectual level, a translator should lead the child ahead, develop the recipient's reading skills, engage children into an exciting, fascinating game, showing them the treasures of the language, variety of parlance methods.

New series, that introduce translations of English-language opuses to Ukrainian children, also appear in the publishing houses "Kraina Mriy" ("Zoloti kazku", "Atlasy ta enzyklopediyi", "Hochu vse znaty!", "Ulyubleni knyzhky"), "Mahaon-Ukraina" ("Enzyklopediya dlya dopytlyvyh", "Znayomi zviru"), "Folio" ("Dytiachyi svit", "Biblioteka svitovoi literatury"). Ukrainian publishing houses start introducing a greater number of reference editions, encyclopedias and atlases for their youngest readers.

In 2010 "Kraina Mriy" presented to its young readers several books, such as "The Prominent Figures. The Full Illustrated Encyclopedia", "The Full Illustrated Encyclopedia of Erudite" (translated by O. Feschenko), "The History of Inventions", "The History of Science" (translated by O. Zdir), "The Full Illustrated Encyclopedia of a Whyer" (translated by A. Gorobets), "The Full Illustrated Encyclopedia of a Schoolchild" (translated by M. Segen and T. Mart). In 2011 this publishing house continued its work on the translation of children's reference editions, having presented "The Great Book of Young Explorer" (translated by V. Nalyvana), "History of Geographical Explorations and Discoveries", "History of Space Exploration" (translated by R. Feschenko).

The publishing house "Mahaon-Ukraina" has also introduced a great number of children's reference editions. In 2010 this publishing house presented the following books to its young audience: "The Great Illustrated Encyclopedia of Erudite", "Encyclopedia about Animals. From Amoeba to Chimpanzee", "Where, what and when?", "How do the Machines

Work: Children's Encyclopedia", "Children's Encyclopedia. Space. Earth. Science. Technology", "Universal Encyclopedia of a Schoolchild", "Encyclopedia of Sensations". In 2011 this publishing house continued its work on the translation of children's reference editions, having published "The Great Illustrated Encyclopedia of Dinosaurs", "How, where and why?", "Ancient Rome".

In 2010 Kharkiv publishing House "Factor" introduced to its young readers a new reference edition – "Universal Children's Encyclopedia"; Kyiv publishing house "Pero" presented two children's encyclopedias written by G. Edwards and H. Russel and translated by M. Doboni – "Ocean" and "Transport", the same year "Pero" published an encyclopedia "Oxford. The First Encyclopedia. Start a Wonderful Adventure in the World of Knowledge!" by E. Lengli translated by K. Zinkevych. In 2011 the publishing house "Pero" presented children's reference edition "Everything You Wanted to Know about Dinosaurs. Ask T-Rex" by J. Bruce translated by M. Doboni.

Albeit there appear some new series of translated children's literature at the Ukrainian publishing houses, children's literature composes only 8-9% of the whole book market. One of the main factors of the children's reading crisis is the level and the quality of national book publishing. According to statistical data of Ukrainian Central Institute of Bibliography the number of copies of publications for children in 2009 compared to 1990 diminished by 11 times. According to the research pursued at the department of bibliography of Kharkiv State Academy of Culture by Olga Lytvynenko the last five years are characterized by a low number of the issued children's books per capita [5, c. 6]. According to demographic data of State Statistics Comitee of Ukraine in 2005 there were 0,5 books for children (as per the number of copies) published per a child aged between 3 and 18, in 2006 – 0,4 books, in 2007 – 0,7 books, in 2008 – 0,8 books, in 2009 – 0,7 books. According to the data of bibliographical index "Ukrainian Publications of Translated Children's Literature from 1900 to 2011" the mean value of pressrun of children's literature opuses comprised about

5000 copies per one opus in 2005, 6500 copies per one opus in 2006, almost 8000 copies per one opus in 2007, approximately 10000 copies per one opus in 2008 and approximately 10000 copies per one opus in 2009 [6, c. 101-123]. It should be pointed out that the pressruns of Ukrainian publishing houses in 1980s comprised from 65000 to 150000 copies per one opus [6, c. 69]. Ukrainian publishing houses explain the small pressruns of their publications by economic crisis at the time of which the paying capacity of population slumped. Director and editor-in-chief of the publishing house "Navchalna Knyha "Bogdan" gives the following comments on the current position of Ukrainian publishing houses: "The crisis redounded upon the pressruns and sales. Expensive books (such as de luxe gift edition of the book "Так собі казки" by Rudyard Kipling) are not being bought. A conceived one-hundred-volume series of world classics for children "Svitovydy" is hindered, as our publishing house cannot sell 5000 copies of the pressrun for more than 5 years now" [1, c. 3].

Other Ukrainian publishing houses are in the same difficult situation. Deputy director of the publishing house "A-BA-BA-HA-LA-MA-HA" Andriy Dolgov informs that the main attention of their publishing house is placed upon the quality of the publications. As a result the book range is comparatively small. Due to the economic crisis the publishing house has not raised the price for its books, although the prices for printing and paper have increased by 40-50% [1, c. 3]. Nevertheless, A-BA-BA-HA-LA-MA-HA continues its activity at the expense of reduction of its own profit.

As per the information given by Maryana Savka, the editor-in-chief of the publishing house "Vydavnytstvo Starogo Leva", the enterprise issued 11 new editions in 2009, as the new books are sold much better than the ones children have already been introduced to. But due to the crisis all the book items were sold several hundred copies less than it was expected. Owing to this, the publishing house lacked the current assets [1, c. 4]. Nevertheless, the management of the publishing house observes some positive trends at the Ukrainian book market as well: the sales over the Internet are growing. Although these

sales do not earn the stable profit, they spark the interest of Ukrainian audience in the book.

Along with the publishing house "Vydavnytstvo Starogo Leva" new editions are also issued by publishing houses "Kraina Mriy", "Mahaon-Ukraina", "Folio", "Pero", "A-BA-BA-HA-LA-MA-HA", "Shkola" and others.

In 2011 the publishing house "Kraina Mriy" presented a collection of Oscar Wilde's stories titled "Зоряний хлопчик". This book comprised two collections of O. Wilde's fairy tales and stories: "House of Pomegranates" ("The Young King", "The Birthday of the Infanta", "The Fisherman and his Soul", "The Star-Child") and "The Happy Prince and Other Stories" ("The Happy Prince", "The Nightingale and the Rose", "The Selfish Giant", "The Devoted Friend", and "The Remarkable Rocket"). It was translated by a well-known translator Tatiana Nekriach as far back as 2009. The book was waiting for its introduction to young Ukrainian readers for two long years.

T. Nekriach does not make any indulgences for children's better understanding in her translations, as she believes that children's intellectual level is very often underestimated. That is why the translator argues against the usage of adaptation: "Excessive adaptation is an adjustment to the child's level, but this level, according to the research of T. Chenigivska, Doctor of Biological Sciences, who deals with biological problems of linguistics and linguistic problems of the child's mind, is extremely high" [3, c. 40]. That is why having transfused Oskar Wilde's style and not having made any adaptations, the translator was able to make the text understandable for children: children were laughing and crying at the same moments as if they were reading the original book.

T. Nekriach believes there should be no division of translators into children's translators and adults' translators. She believes that translator's main task is to transfuse author's feelings, style and originality of his or her nature in order to reach the dynamic equivalence [3, c. 40].

Among the new editions of Ukrainian publishing houses are Frances Burnett's "The Secret Garden" published by "Svichado" in translation of N. Rymyska,

Diana Jones' "Howl's Moving Castle, published by "Vydavnytstvo Starogo Leva" in translation of A. Porytko, Andy Dixon's "Dragon Quest (Usborne Fantasy Adventure)" published by "Kraina Mriy" in the translation of V. Nalyvana and many other fascinating books. The publishing house "Kraina Mriy" issues special collections of fairy tales for boys and girls. O. Zozulya translates S. Davidson's book "Казки для маленьких дівчаток" and a collection named "Найкращі історії для дівчаток" for girls; and K. Danes' book "Казки для маленьких хлопчиків" and a collection named "Найкращі історії для хлопчиків" for boys.

This same year the publishing house "Shkola" introduces a full translation of J. M. Barrie's novel "Peter Pan". The novel was translated by N. Kosenko. At the same time the publishing house "Vydavnytstvo Starogo Leva" issues the same novel in the translation of N. Trohum. The year before this book was translated by V. Panchenko and issued by the publishing house "Mahaon-Ukraina". E. Porter's "Pollyanna" is also published by "National Book Project" (in translation of B. Gor) and "Kraina Mriy" (in translation of V. Nalyvana). As it can be seen from the examples given above plurality is very common for the modern Ukrainian translations.

Consequent on an unfavorable situation at the Ukrainian book market at the beginning of 2013 11 publishing houses announced their decision to join into "Ukrainian Book Alliance" in order to create a retail chain specializing in selling Ukrainian books at reasonable prices directly from the publishers. The members of the alliance request an allocation of municipal land plots for the created book retail chain. The books are going to be sold there at one reasonable price all over the country [4, с. 9]. This can save Ukraine from the crisis of children's reading, as it is known that the majority of parents do not have a capability to allocate money from their household budget for an expensive children's book. Most bookstores and huge supermarkets, which amongst other books also offer translated children's literature, usually put higher prices than those that are required by the publishing

houses. For example, according to the investigation, carried out as a part of this work, the prices for the same book can differ from one place to another from 4-5 hryvnas up to 65 hryvnas. The appearance of such publications at the reasonable prices will help the young readers to meet another culture and its folkways through high-quality translated children's literature.

Due to economic, social and demographic factors the position of Ukrainian publishing houses at the beginning of XXI century deteriorates rapidly: the prices for printing and paper increase, while the purchasing capacity of the nation and country's population decrease. Publishers have to delay the issue of some translations (sometimes even the series of translations), to issue the new publications at the expense of reduction of their own profit, to cut down the personnel, to engage benefactor's aid. But the apologists of Ukrainian word continue their work at the translations of English-language opuses of children's literature: well-known Soviet-time translations are reedited; the whole series specializing in publication of English-language authors' opuses appear.

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