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## COGNITIVE DISSONANCE AND PRAGMATIC INFLUENCE

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### ABSTRACT

*This article contains a number of theories of dissonance in translation as an alternative to "pragmatic failure". The aim is to try to prove whether the term "pragmatic failure" which is so widely used and settled in the field of intercultural studies could be appropriately substituted by the term "dissonance" which derives from the theory of "cognitive dissonance" as of the field of cognitive linguistics and social psychology.*

**KEYWORDS:** *Cognitive Dissonance, Theory Of Cognitive Dissonance, Literary Translation, Contextual Translation, Proportionality In The Knowledge System, Proportionality Of Form And Content.*

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