

# THE REALIZATION OF LINGUISTIC AND CULTURAL CHARACTERISTICS OF INDIVIDUAL STYLE IN TRANSLATION (BASED ON THE MATERIAL OF D. BROWN'S NOVEL "THE DA VINCI CODE")

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*The relevance of our research is due to the complexity of preserving the peculiar features of the author when translating works of art. It is devoted to the concept of "individual style" and its implementation in the translated text of the artistic style. Since the translator is a kind of intermediary between the author and the reader, he is responsible for delivering the work in a form as close as possible to the original, which sets him the task of finding means to convey every feature of the author's style of the writer. To solve this problem, we use complex research methods, such as the comparative method, the method of translation analysis, and the method of contextual analysis. The combination of these methods will help to conduct a comprehensive study that reveals all the main aspects of the writer's individual style. American writer Dan brown is the author whose works stand out against the background of his contemporaries, but the features of the transfer of his author's syllable into Russian have not yet been sufficiently studied. Linguistic and cultural features make it possible to recognize, identify and analyze patterns of use of certain techniques in works of art and on the basis of this to draw conclusions about the place, time and other extralinguistic factors of the work, so their consideration is fundamental in identifying the patterns of transfer of the individual style of a particular author in translation. This research will reveal the means which helped Dan Brown to create one of the most controversial and widely discussed literary works which stands him out of many writers of the same genre.*

**Keywords and phrases:** *the artistic style; individual style; linguistic and cultural features; terms; toponyms; anthroponyms; foreign language inclusions; allusions.*

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