**TRANSLATION STRATEGIES USED IN THE TRANSLATION OF JO JO MOYES’ *ME BEFORE YOU* INTO TURKISH**

What does a translator do when it is almost impossible to find a word in the target language which yields the closest meaning to the source language word? Moreover, what to do if this problem also occurs at the above-word level, namely with phrase structures? As many translation scholars will confirm, there is usually no one-to-one correspondence between words and phrases in different languages. For instance, in Jojo Moyes’ novel *Me Before You*, on page one we come across the lexical item “flashback”. Is there an equivalent noun for this in the Turkish language that could serve the same function as the source language item? Apparently, in this example there is not, as the translator opted to render this source language noun as a verb in the target language: “hatırlamak” (to remember). There are strategies to overcome such obstacles of equivalence in translation. Some of these are “translating by a more general lexical item”, “translating by a more neutral item”, “translating by cultural substitution”, “translating using a loan word”, and “translation by paraphrase using a related word” (Baker, 2018). Ayşe Görür, the translator of *Me Before You*, employed the last mentioned strategy for translating “flashback” into Turkish, because the target language does not have an equivalent expression for this source language lexical item. The aim of this paper is to analyse Görür’s translation in order to find out what kind of strategies she made use of in her endeavour to overcome problems of non-equivalence between source language and target language lexical items as well as phrases.

Key Words: translation, strategies. equivalence, target language, source language.