In this paper I trace the history of the translation of Jane Austen’s novel *Pride and Prejudice* into Russian. This novel was little known in Russia when it was first published in the original (1961) and then in translation (1967). I present the circumstances in which the first Russian translation was published and discuss how they contributed to the continued relative anonymity of Jane Austen in Russia. Most readers discovered the novel only after Russian television aired the 1995 BBC film adaptation.

As the text (in all its forms) gained popularity, readers began to discuss actively the available translations by I. S. Marshak (1967), I. G. Gurova (1999), and A. B. Gryzunova (2008). Heated online debates - primarily stemming from readers’ reactions to Gryzunova’s text - reveal much about the qualities readers most value in a translation. Their comments, while specific to *Pride and Prejudice*, speak to the broader question of how readers define a “successful” translation. They address such issues as reliability, accessibility of language, “flow” of the text, and appropriate use of archaisms. In addition, several exchanges highlight the role played by the translator’s reputation in reader reception of the text and question the value of multiple translations of a text.

In this paper I present the translation history of *Pride and Prejudice* (Gordost’ i predubezhdenie [1967, 2008] or Gordost’ i gordynia [1999]) and analyze online reader commentary on the three translations in order to: 1) contribute to the limited scholarship on the reception of Jane Austen in Russia 2) shed light on the criteria used by contemporary Russian readers to evaluate translations of a specific text, and 3) raise questions regarding the applicability of these specific examples to the general discourse on reader reception of translations.