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Annotation. The article discusses key conceptions related to influence of pragmatic aspects on the process of translation. Ignorance of pragmatic principles may undermine the overall adequacy of the target text and lead to misunderstanding or incorrect reconstruction of the author's ideas in translation.

Key words: pragmatics, process of translation, speech acts, implicature, deixis, presupposition.

Аннотация. В статье рассматриваются ключевые концепции, связанные с влиянием прагматических аспектов на процесс перевода. Незнание прагматических принципов может подорвать общую адекватность целевого текста и привести к непониманию или неправильной реконструкции идей автора при переводе.

Ключевые слова: прагматика, процесс перевода, речевые акты, имплицатуры, дейксис, пресуппозиции.

Translation is not merely a mechanical process of substituting words from one language to another. It is an interpretive act that requires deep understanding of context, culture, and communication intentions. This is where pragmatics, the study of language in use and context, plays a vital role. Pragmatic approaches to translation studies emphasize the necessity of transferring not just linguistic content but the intended meaning and communicative function behind that content. Traditional translation theories often prioritize formal equivalence, but this can lead to unnatural or ineffective communication in the target language. The pragmatic approach in translation studies shifts the focus from rigid fidelity to functional effectiveness, considering how meaning is negotiated in real-world situations.

Pragmatics is primarily concerned with the ways in which context influences the interpretation of meaning. It goes beyond literal meanings of words to consider speaker intention, listener interpretation, and the situational use of language. In translation, pragmatics is essential for achieving what is called "pragmatic equivalence," where the translated message fulfills the same communicative purpose in the target language (TL) as it does in the source language (SL).

One fundamental concept in pragmatics is Speech Act Theory, proposed by Austin and further developed by Searle. It divides utterances into three categories: locutionary (the actual utterance), illocutionary (the intended function), and perlocutionary acts (the effect on the listener). Translators must preserve the illocutionary force in translation. For example, the phrase "*Can you help me?*" is technically a question but functions as a polite request. A literal translation that ignores this pragmatics could misrepresent the speaker's intent, leading to confusion or miscommunication.

Another key concept is H. Grice's theory of implicature, which deals with implied meaning rather than what is explicitly stated. Based on conversational maxims (*Quantity, Quality, Relevance, and Manner*) H. Grice's theory explains how readers / listeners infer additional meaning from what is said. [2; 45] Translators must recognize these implicatures and reproduce them appropriately in the TL. A failure to convey an implicature can either confuse the reader or flatten the nuance of the original message. For example, the statement "*It's cold in here*" might be a subtle request to close a window or unwillingness to do something. Rendering this statement in another language requires the translator to understand this intention and decide whether to maintain the ambiguity or make the request explicit, depending on cultural norms by paraphrasing this statement having broken the norms of equivalence.

Deixis is another crucial pragmatic feature. Deictic expressions like "*here,*" "*now,*" and "*you*" are context-dependent and anchored to the speaker's perspective. In translation, the referential framework may shift. For instance, "*They'll have to do that tomorrow, because they aren't here now*" might need to be adapted depending on the location and time context in the target culture. However, previously the information expressed by the deictic expressions should be clarified through the context. "It is asserted that deixis assumes a principal place in the study of context due to the fact that it represents the solitary most noticeable way in which the speech settings is encoded in language structure itself. Such expressions appear in all human languages and possess a number of fascinating features that set them apart from other interactive resources, verbal and nonverbal. It is assumed that as long as language is basic to human sociality, deixis is basic to language through its capability of constituting both subjects and objects." [3; 191] Misalignment of deixis can disrupt the coherence and clarity of the translated text.

Presupposition refers to background assumptions embedded in statements. "The notion of presupposition involves the specification of the concepts of truth, falsity and logical form. Discussions of presupposition also broach a theory of meaning underlying the concept of logical form and extending well beyond it. Linguists, however, have used the notion "presupposition" in multitudinous ways. This could be explained by the fact that the use of the term "presupposition" is conditioned by the framework in

which it is explicated." [4; 47] Translators must assess whether such assumptions are shared by the target audience. A presupposition that is obvious to one cultural group may not hold for another, necessitating either clarification or rephrasing. Overlooking presuppositions can lead to miscommunication or the need for explanatory footnotes, especially in specialized or culturally loaded texts.

Politeness theory, as formulated by P. Brown and S. Levinson, provides insight into how individuals maintain social harmony through language. [1] Different cultures employ varying strategies to save face, either through direct or indirect speech, honorifics, or euphemisms. What is considered polite in one culture may be perceived as brusque or evasive in another. For example, English tends to favor directness, while Uzbek communication often leans toward indirectness. Translators must adjust the level of politeness to meet the cultural expectations of the target audience while preserving the speaker's intent. [6; 490]

D. Sperber and D. Wilson's Relevance Theory argues that communication seeks to achieve maximum cognitive effect with minimal processing effort. [5] In translation, this implies that the translator should preserve relevance by making the message accessible and effective in the target context. It also highlights the need for translators to decide what content to explain, what to adapt, and what may be omitted or transformed to maintain communicative efficacy.

Pragmatic principles are particularly vital in literary translation, where style, irony, humor, and figurative language play essential roles. In such cases, literal translation often fails to capture the subtleties of the original. A pragmatic approach helps the translator retain emotional impact and stylistic nuance. Likewise, in professional domains such as legal, medical, and technical translation, understanding pragmatic context ensures accuracy and clarity. For instance, a warning label must not only be linguistically correct but also function effectively in terms of cultural and legal expectations.

However, pragmatic translation also comes with challenges. Cultural differences can create gaps in implicature, politeness norms, and presuppositions. There is a constant tension between fidelity to the original and functionality in the target culture. For example, translating direct speech into a culture that values indirectness can require creative reformulation to retain both meaning and tone. Balancing these demands is a complex task that requires both linguistic skill and cultural sensitivity.

These challenges have significant pedagogical implications. Translator training programs must incorporate pragmatic awareness into their curriculum. Practical exercises such as analyzing real discourse, identifying speech acts, and adapting politeness strategies can enhance students' contextual understanding. Reflective practices, including peer review and journaling, encourage students to think critically about their translation choices and develop adaptive strategies. Simulation of real-life

interpreting or translation scenarios can further help learners navigate pragmatic complexities.

Therefore, pragmatic approaches to translation studies illuminate the essential role of context, speaker intention, and cultural norms in the translation process. By focusing on how language functions in communication, pragmatics equips translators with tools to produce accurate, effective, and culturally appropriate translations. Whether dealing with casual conversation or high-stakes legal documents, pragmatic competence is a cornerstone of successful translation practice. As the field evolves, embracing pragmatic frameworks will continue to enhance both theoretical understanding and practical application in translation studies. By prioritizing functional effectiveness over rigid formal equivalence, pragmatic translation ensures that messages are not just transferred but successfully communicated.

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