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Annotation: This article deals with problems that the author may face during translation process. Moreover, opportunities through translation and stages of translation process are included.

Key words: translation, language, meaning, literary, localization, transcreation, materials, cultural context.

As for the process of translation, it is often dangerous to translate more than a sentence or two before reading the first two or three paragraphs, unless a quick glance through convinces you that the text is going to present few- problems.¹

Translation allows us to unlock communication across cultures, but this broad term takes many forms. To capture the essence of a poem, for instance, a translator requires a different set of skills than one specialized in translating technical documents. This is exactly what we're exploring in our article on the different types of translation.

Roman Jakobson, a leading linguist and noted expert in the subject of translation, defined translation as "the interpretation of verbal signs by means of some other language." Through this process of translation, texts in one language are transformed into texts in another language with the same meaning. These materials range from the isolated words in a language to the complex network of sentences of philosophical texts. Some scholars define translation as an art or craft and some others call it a science. It is called an art as all good translations are expressions of the creative urge of the translators. Likewise, it is a science because of the technical formalities and complexities involved in its process.

Before we discuss types of translation, a distinction should be first made between translation methods and translation procedures or techniques. 'While translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language.'²

The question whether a translation should be literal or free is as old as translation

¹ P.Newmark. A textbook of translation.USA. 1987. P 51

² P.Newmark. A textbook of translation.USA. 1987. P 81

itself. The argument in favour of the spirit and sense as against the letter or the word has been going on at least from the beginning of the first century B.C. The view that translation was impossible gained popularity when the cultural anthropologists suggested that language was culture bound. Walter Benjamin and Valdimir Nabokov who were considered the 'literalists' concluded that a translation must be as literal as possible. But in their argument the purpose of translation, the nature of readership, the type of text were not discussed. Though several methods have been suggested for translation it is quite evident that a substantially good translation cannot be produced by holding fast to any one of those methods. During the process of translation, depending on the type of the source language text, the translator resorts to the combination of these different methods.

Translation is an interpretative process. The nature of translation depends upon the nature of the document. Translation of a technical or promotional document is easier and requires less skill and expertise than the translation of a text of literature. The vocabulary, grammatical rules and the sentence structures would match with the nature of the document, the source language and the target audience. A successful translation satisfies the needs of the target audience, either in terms of suitable structures or forms or in terms of the appropriate transfer of meaning from the source text to the target text. Besides having equal expertise in the source language and the target language, a good translator should also have a flair for writing in the target language and be familiar with the socio-cultural context in which a text is set. A successful translator is not a mechanical translator of a text. S/he puts in his/her creativity to the fullest extent and goes into the soul of the content. We can visualize him/her as a co-creator of the target language text as the translated text he almost recreates the text reflecting his culture and personality.

Free translation also known as dynamic equivalence or sense-for-sense translation, prioritizes conveying the meaning of the text rather than adhering strictly to the original wording. Unlike with literal translation, translators have more flexibility to rephrase sentences, use synonyms, and adapt cultural nuances to make the translation more natural and understandable for the target audience.

Literary translation deals with translating literary works such as novels, poems, plays, and short stories. As it is defined as "*Of or relating to the writing, study, or content of literature, esp. of the kind valued for quality of form.*" However, defining the literary genre is difficult, and what is considered to be of artistic merit does change over time.

To translate literary content, translators must be proficient in both languages and possess literary skills to capture the style, tone, and cultural nuances of the original work. Literary translation requires creativity and sensitivity to preserve the artistic integrity and emotional impact of the original text while making it accessible to readers in the target language.

Transcreation sometimes

"ZAMONAVIY TILSHUNOSLIK VA TARJIMASHUNOSLIKNING DOLZARB MUAMMOLARI" mavzusidagi xalqaro ilmiy-amaliy anjuman

referred to as creative translation or adaptation, is a type of translation that goes beyond traditional linguistic translation to creatively adapt content for a specific target audience while maintaining the original message's intent, tone, and style. It is distinguished by its emphasis on creative adaptation and cultural localization.

We usually see transcreation being used in marketing, advertising, and branding to ensure that promotional materials resonate with the cultural and linguistic nuances of the target market. Transcreators may need to modify slogans, taglines, advertising campaigns, product names, and branding elements to evoke the desired emotional response and effectively communicate the brand message in a different language and culture.

Localization goes beyond translation because it requires adapting a product, service, or content to a specific culture or locale. As such, it's not just about translating text but also modifying elements such as date formats, currencies, images, and cultural references to make the content more relevant and appealing to the target audience.

Translation is more than just a helpful tool. It's a universal key, unlocking global collaboration, innovation, and connection opportunities. By harnessing translation's power, businesses can extend their reach and connect more deeply with their target audiences.

linguistic gaps

Culture shapes communication, and language is the vessel that carries it. Cultural and linguistic nuances are integral to the human experience, which means translation is no easy task. Take literary translation, where words and phrases are heavily steeped in cultural context. Translating literature is about preserving and sharing our collective cultural heritage across centuries and borders. It allows audiences to connect with timeless themes and ideas through the genius of works like Shakespeare's plays, Dante's Divine Comedy, and Cervantes' Don Quixote.

Reaching global audiences

On a practical level, translation is the lubricant of global communication, helping us overcome language barriers. It's not just about replacing words; it's about transmitting meaning in a way that feels intuitive and clear to the target audience.

Imagine a SaaS giant translating its website into multiple languages or an e-learning platform that needs to create a new app with courses in dozens of languages. This expanded reach not only improves customer experience but also significantly boosts the companies' bottom line.

Supporting business expansion and growth

But it doesn't stop there. Companies looking to spread their wings into foreign markets need more than market knowledge. They must cater to the diverse cultures and languages of their target audiences.

Imagine a beauty product company looking to enter the Japanese

market. Translating its website, product descriptions, and marketing materials into Japanese is crucial to establishing a strong presence and building a loyal customer base.

The 4

stages of the translation process

So, what

does the process look like? It's not a one-step operation but a careful, iterative journey that includes source text analysis, terminology research, translation and editing, and quality assurance and review.

Source text

analysis

The first step in

this journey is analyzing the source text. It's about understanding the text's grammar, style, tone, and context.

For instance, if the text contains technical jargon, the translator must have the knowledge and language skills to translate these terms accurately.

Terminology research

Terminology research is essential to ensuring accuracy. Translators must identify the correct terminology to convey meaning effectively in the target language.

Specialized translation memory software can be invaluable, helping translators maintain consistency across multiple translations.

Translation

and editing

The translation and editing phase is the crux of the process. During this phase, the source text is transformed, with careful attention to maintaining structure, tone, and style.

Cultural appropriateness is paramount here, especially when dealing with idiomatic expressions or cultural references.

During the translation and editing stage, the translator must pay close attention to the nuances of the target language and ensure that the translation is culturally appropriate.

For example, suppose the source text contains idiomatic expressions or cultural references that don't make sense in the target language. In that case, the translator must find an appropriate equivalent that conveys the same meaning.

Quality assurance and review

Quality assurance and review are the final steps in the translation process. You review and proofread in this phase to ensure the translation meets your quality standards. Translation memory software, subject matter experts, and a keen eye for detail are essential.

During the quality assurance and review stage, the translator may use different tools and techniques to ensure the accuracy and quality of the translation. For example:

- Using [translation memory software](#) to ensure consistency across multiple translations

- Consulting with subject matter experts to ensure technical accuracy
- Conducting a final proofread to catch any errors or typos

The translation process is complex and iterative, requiring careful attention to detail and a thorough understanding of the source and target languages.

By following these stages and using the appropriate tools and techniques, translators can produce high-quality translations that accurately convey the meaning and intent of the source text.

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