

LINGUACULTURAL AND PRAGMATIC FEATURES OF TRANSLATING TERMS

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ABSTRACT

Translation is not merely about converting words from one language to another but also involves transferring cultural and pragmatic aspects embedded in the original text. This paper explores the linguacultural and pragmatic challenges faced by translators when dealing with terms that carry cultural-specific meanings. It also examines the importance of context, cultural background, and communicative intent in translation.

Key words: *linguacultural and pragmatic challenges, context, cultural background*

TARJIMA TERIMLARINING LINGVOMADANIY VA PRAGMATIK XUSUSIYATLARI

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ANNOTATSIYA

Tarjima nafaqat so‘zlarni bir tildan boshqa tilga o‘tkazish, balki asl matnga kiritilgan madaniy va pragmatik jihatlarni ham o‘z ichiga oladi. Ushbu maqolada tarjimonlar o‘ziga xos madaniy ma’nolarga ega bo‘lgan atamalar bilan ishlashda duch keladigan lingvistik va pragmatik muammolarni o‘rganadi. Shuningdek, u tarjimada kontekst, madaniy kelib chiqish va kommunikativ niyatning ahamiyatini o‘rganadi.

Kalit so‘zlar: *lingvomadaniy va pragmatik muammolar, kontekst, madaniy fon.*

ЛИНГВОКУЛЬТУРНЫЕ И ПРАГМАТИЧЕСКИЕ ОСОБЕННОСТИ ПЕРЕВОДА ТЕРМИНОВ

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АННОТАЦИЯ

Перевод — это не просто преобразование слов с одного языка на другой, но и передача культурных и прагматических аспектов, заложенных в исходном тексте. В этой статье рассматриваются лингвокультурные и прагматические проблемы, с которыми сталкиваются переводчики при работе с терминами, несущими культурно-специфические значения. В ней также рассматривается важность контекста, культурного фона и коммуникативного намерения при переводе.

Ключевые слова: лингвокультурные и прагматические проблемы, контекст, культурное происхождение.

INTRODUCTION

Translation serves as a bridge between languages, cultures, and societies. However, the process is often complicated by linguistic and cultural differences. The concept of linguacultural translation emphasizes the importance of cultural nuances in language, whereas pragmatic translation focuses on the intended meaning and communicative function. Translators must navigate both aspects effectively to ensure accurate communication.

The relationship between language and culture, including idioms, proverbs, and culturally bound terms. The context-dependent meaning of a term, influenced by the situation, speaker intention, and audience expectations. Some words do not have direct equivalents in other languages due to cultural uniqueness. Translators often use adaptation, borrowing, or footnotes to explain these terms.

Idioms and proverbs carry deep cultural meanings that may not translate directly. A literal translation would not convey the intended meaning, so translators must find an equivalent phrase in the target language. Words may carry different connotations in different cultures. For example, the word "fox" symbolizes cunning in English but can have different connotations in other languages.

The same word or phrase may have different meanings depending on the context. For example, the English word "*bachelor*" can mean:

An unmarried man (general meaning)

A university degree (academic context)

A translator must consider situational factors to choose the correct meaning.

Different cultures have varying norms for politeness and formality. For example:

In English, indirect requests are common: "Could you possibly help me?"

In Uzbek, direct requests are more acceptable: "Menga yoʻrdam berib yuboring, iltimos." (Help me, please.) Translators must adjust tone and politeness to match cultural expectations.

Effective translation goes beyond simply swapping words from one language to another. It involves understanding the nuances of both languages, the cultural context, and the intended message. Here's a breakdown of key strategies, with examples in English and Uzbek: Understanding the Context: This is crucial. A word can have multiple meanings depending on the situation.

English: "*Bank*" can mean a financial institution or the side of a river.

Uzbek: "*Bank*" so'zi moliyaviy muassasa or daryo qirg'og'i.

Adapting the translation to fit the target culture. This includes idioms, humor, and social norms. English: "*Break a leg*" (meaning good luck).

Uzbek: This idiom doesn't have a direct equivalent. Instead, you might say "*Omad yoʻr bo'lsin*" (May luck be your companion).

Ensuring the translation is clear, concise, and accurately conveys the original message. It is vital to avoid word for word translations, that can create very confusing sentences.

English: "*The meeting will be held in the conference room.*"

Uzbek: "*Yig'ilish konferensiya zalida bo'lib o'tadi.*"

Using Computer-Assisted Translation (CAT) tools, translation memory, and glossaries to improve efficiency and consistency. These tools can help maintain consistency with terminology. Having a native speaker review the translation for accuracy, fluency, and cultural appropriateness. This is the final step that ensures a professional and high quality translation. Knowing who the intended audience is, and adapting the language to suit their level of understanding.

For example, translating a children's book requires a vastly different tone and vocabulary than a legal document. Imagine translating a marketing campaign.

English: "*Our product is the best in the market.*"

Depending on the Uzbek cultures marketing norms, a direct translation could sound too aggressive. Uzbek: A more suitable translation might be "*Mahsulotimiz*

bozorda eng yaxshilaridan biri" (*Our product is among the best in the market*), which conveys a similar message but with a more culturally appropriate tone.

By implementing these strategies, translators can produce high-quality translations that effectively bridge the gap between languages and cultures.

Humor is often culture-specific and difficult to translate. Puns, jokes, and wordplay require creative translation rather than literal conversion.

English pun: "*Time flies like an arrow; fruit flies like a banana.*"

Literal translation into another language would lose the joke, requiring adaptation. Using the original word from the source language (e.g., sushi, tsunami, karma). Changing the term to fit the cultural context (e.g., translating "Thanksgiving" into a culturally relevant holiday).

CONCLUSION

Translation is a complex process that extends beyond linguistic conversion. The linguacultural and pragmatic aspects play a crucial role in ensuring effective communication. Cultural nuances, contextual meaning, and communicative intent must be carefully considered to achieve accurate translations. Translators must employ various strategies, such as adaptation, borrowing, and functional equivalence, to bridge linguistic and cultural gaps.

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