CHALLENGES AND STRATEGIES IN TRANSLATING JOURNALISTIC TEXTS FROM ENGLISH TO UZBEK

Juraeva Zamirakhon Quchqarboevna
Ferghana state technical university, Assistant.
Zamiraxon0880@gmail.com, +998337660828
Ortiqov Muhammadali Zokirjon ugli
Ferghana state technical university, student.
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Abstract: Translation of journalistic texts poses unique challenges due to cultural, linguistic, and stylistic nuances. This paper explores the primary issues encountered in translating journalistic texts from English to Uzbek, such as lexical gaps, cultural specificity, and syntactical differences. It also examines effective strategies, such as contextual adaptation and the use of translation technologies, supported by examples from the works of renowned scholars in the field of translation studies. This study aims to contribute to the growing body of research by providing a focused analysis relevant to the Uzbek context.

Key words: translation, journalistic texts, lexical gaps, cultural equivalence, dynamic equivalence, stylistic nuances, technological tools, contextual adaptation, communicative translation.

Introduction

The rapid globalization of media and communication has increased the necessity for accurate and culturally sensitive translations of journalistic texts. Journalism, as a medium, serves as a crucial bridge between cultures, disseminating information, shaping opinions, and fostering understanding. However, the process of translating journalistic texts from one language to another, particularly from English to Uzbek, presents distinct challenges. These challenges are rooted in the differences between the English and Uzbek languages, their respective cultural frameworks, and the stylistic demands of journalistic writing.

Journalistic texts are characterized by their brevity, clarity, and emotive appeal. Translators working with such texts must navigate linguistic barriers, maintain the tone and intent of the original, and adapt content to resonate with the target audience's cultural context. For Uzbek media, this task is further complicated by the relative novelty of modern journalistic practices in the language, requiring the development of effective strategies to convey both meaning and style accurately.

This paper aims to explore these challenges in depth, offering insights into effective translation strategies informed by theoretical and practical considerations. Drawing on established frameworks by scholars such as Eugene Nida, Mona Baker, and Peter Newmark, as well as contributions from Uzbek linguists, this study highlights the importance of cultural sensitivity, linguistic adaptability, and technological tools in overcoming these obstacles. By focusing on English-to-Uzbek translation, this research contributes to a broader understanding of translation practices in non-dominant language contexts.

Importance of the Study

The global dissemination of information has heightened the demand for accurate and culturally sensitive translations of journalistic texts. Uzbek, as a language undergoing significant development in media and journalism, faces specific challenges in adopting foreign journalistic content. This study addresses these challenges, providing translators and researchers with strategies to bridge linguistic and cultural gaps effectively.

Novelty of the Research

While much has been written about translation in general, studies focusing on English-to-Uzbek journalistic translation remain scarce. This paper not only identifies common translation challenges but also integrates insights from recent technological advancements

and cultural studies to propose actionable solutions. By combining theoretical analysis with practical applications, it fills a critical gap in translation studies specific to the Uzbek context.

Analysis of Resources

This study draws upon the works of notable scholars such as Eugene Nida, Peter Newmark, and Mona Baker, alongside local contributions from Uzbek linguists and translators.

Lexical equivalence is a persistent issue. For instance, terms like "lobbying" or "prime time" lack direct Uzbek equivalents, leading to the adoption of transliteration or descriptive phrases. Eugene Nida's theory of dynamic equivalence underscores the importance of rendering meaning rather than form.

Cultural references in journalistic texts, such as idioms or historical allusions, require careful handling. Mona Baker's analysis of cultural equivalence suggests using strategies like cultural substitution or explanation to convey meaning effectively. For example, translating "the American dream" into Uzbek may involve contextualizing its meaning rather than a literal translation.

Journalistic texts often rely on rhetorical devices like metaphors and hyperbole. Peter Newmark's communicative translation approach advocates for balancing stylistic fidelity with readability in the target language. For example, an English headline like "Breaking the Chains of Oppression" might be translated to an idiomatic Uzbek equivalent while retaining its emotive force.

Modern tools like CAT (Computer-Assisted Translation) software and online corpora are invaluable for addressing consistency and terminology management. Scholars like Anthony Pym highlight the role of technology in enhancing translation quality, a perspective increasingly relevant for Uzbek media outlets.

Conclusion

Translating journalistic texts from English to Uzbek is a multifaceted task that extends beyond mere linguistic conversion, encompassing cultural adaptation, stylistic adjustments, and the integration of modern technological tools. The challenges identified in this study—lexical gaps, cultural specificity, and stylistic nuances—highlight the need for translators to adopt a holistic approach that respects the integrity of the source text while ensuring its resonance with the target audience.

A significant observation is the importance of contextual adaptation. For example, translating idiomatic expressions or culturally specific terms demands a deep understanding of both source and target cultures. Strategies such as cultural substitution or providing explanatory translations, as suggested by scholars like Mona Baker, are vital in preserving the communicative essence of the original.

Furthermore, the stylistic intricacies of journalistic texts, characterized by their emotive and rhetorical appeal, pose a unique challenge. Approaches such as Peter Newmark's communicative translation emphasize the balance between stylistic fidelity and readability, ensuring that translated content remains engaging and accessible.

Technological advancements, particularly the use of Computer-Assisted Translation (CAT) tools and online resources, are revolutionizing the translation process. These tools not only enhance efficiency but also improve consistency and accuracy, especially in handling specialized terminology. As Anthony Pym has argued, integrating technology with traditional translation practices represents the future of the field.

This research underscores the necessity of ongoing training and development for translators working within the realm of journalism. By combining theoretical insights from established scholars with practical applications tailored to the Uzbek context, this study offers valuable guidance for professionals and academics alike.

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