



## THE FORMATION AND DEVELOPMENT OF THE PRAGMALINGUISTIC APPROACH IN THE THEORY OF LITERARY TRANSLATION

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**Abstract.** This article analyzes the emergence and development of the pragmalinguistic approach in literary translation theory. The pragmalinguistic approach, which emerged in the late 20th century, marked a new stage in translation theory by providing opportunities for in-depth study of the communication process between text producer and recipient. The article examines the theoretical foundations of this approach, the scientific views of its main representatives, and the peculiarities of its application in contemporary literary translation. The research reveals the significant importance of the pragmalinguistic approach in improving the quality of literary translation and identifies prospects for future development.

**Keywords:** pragmalinguistics, literary translation, translation theory, communicative approach, pragmatic features of text, translation strategy, intercultural communication, linguistic context

**Introduction.** The Role of the Pragmalinguistic Approach in the Development of Modern Translation Theory

The pragmalinguistic approach holds a special place in the development of modern translation theory. This approach emerged in the 1970s and 1980s and provided a new perspective on the process of literary translation. The pragmalinguistic approach primarily focuses on studying the social functions of language, the communication process between interlocutors, and the pragmatic features of the text. This approach is especially important in the field of literary translation, as it is necessary to consider not only lexical-grammatical but also pragmatic and cultural aspects of literary works.

Literature review. English linguists such as J.L. Austin and J.R. Searle played a crucial role in the formation of the pragmalinguistic approach. Their speech act theory laid the foundation of pragmalinguistics. Austin developed the concept of speech acts in the 1960s, which later began to be applied in translation theory to analyze the communicative purpose of texts. Searle created a systematic classification of speech acts and identified various forms of pragmatic meaning. These theoretical foundations were essential in revealing the implicit meanings of texts in literary translation.

Among Russian scholars, Y.D. Apresyan and V.G. Gak made significant contributions to the development of the pragmalinguistic approach. In his work *Lexical Semantics*, Apresyan deeply analyzed the pragmatic components of words and emphasized the importance of contextual meaning in the translation process. V.G. Gak, in his book *Theory and Practice of Translation*, demonstrated the role of pragmatic factors in translating from French to Russian. Gak developed the concept of pragmatic equivalence, stressing the necessity to preserve the communicative impact of the text in translation.

In Uzbek linguistics, the development of the pragmalinguistic approach began in the 1990s. Scholars such as H. Djamalhanova and A. Mamatov studied the pragmatic characteristics of the Uzbek language and proposed ways to apply the pragmalinguistic approach in translation theory. Djamalhanova analyzed the pragmatic potential of the Uzbek literary language and examined the preservation of national characteristics in literary translation. Mamatov developed principles of pragmatic equivalence taking into account typological differences between languages.

One of the main principles of the pragmalinguistic approach is the clear identification of the communicative purpose of the text during translation and its full expression in the target language. This principle is especially important in literary translation because a literary work aims not only to convey information but also to produce an aesthetic effect. For example, in the process of translating Cho'lpon's works into English, the translator must convey not only the lexical meaning but also the emotional tone, elements of irony, and features of national color in the target language.

Translation strategies are of particular importance in the pragmalinguistic approach. These strategies, developed based on the Skopos theory, are chosen according to the purpose of the translation. Among the most widely used strategies in literary translation are domestication and foreignization. The domestication strategy involves adapting the work to the culture of the reader, while foreignization aims to preserve the cultural characteristics of the original text. For example, in the process of translating Russian classical literature into Uzbek, translators often use the domestication strategy to make elements of Russian everyday life understandable to Uzbek readers.

The issue of text typology also plays an important role in the development of the pragmalinguistic approach. The text typology developed by Katharina Reiss and Hans Vermeer is based on pragmatic functions: informative, expressive, and operative texts. Literary texts primarily belong to the expressive type but may also contain informative and operative elements. These typological distinctions are crucial when choosing translation strategies. These principles are widely applied in the translation of modern Uzbek literature into foreign languages.

The application of the pragmalinguistic approach in modern literary translation brings several challenges. Firstly, there is the issue of mismatch between pragmatic units in different languages. For instance, the Uzbek phrase "gap yo'q" does not fully correspond to the English "no problem," as their pragmatic contexts differ. In Uzbek, the phrase expresses more intimacy and closeness, whereas in English it can be used even in formal communication. Secondly, cultural context differences may lead to the loss of pragmatic meaning. Thirdly, the translation of irony and humorous elements is problematic because these elements are often language- and culture-specific and may lose their effect when transferred to another language.

To address these issues, translators use methods such as compensation, explanation, and adaptation. The compensation method involves filling pragmatic gaps through other linguistic means. For example, if irony is lost in direct translation, the translator might express it in another context through intonation or lexical tools. The adaptation method focuses on preserving pragmatic impact by adjusting the text to the target language culture.

The modern development of the pragmalinguistic approach has opened new possibilities connected with digital technologies. Corpus linguistics, machine translation, and artificial intelligence tools provide opportunities for more precise and faster pragmatic

analysis. Modern corpus programs analyze thousands of texts to identify pragmatic patterns and find their equivalents in translation. Neural machine translation systems offer the possibility to produce pragmatically more accurate translations by taking context into account.

However, these technologies cannot fully replace the creative aspects of literary translation. Correct understanding of pragmatic context and its adequate expression in the target language still depend on the professional skills of the translator. Especially in the field of metaphorical expressions, cultural realities, and subtle authorial style, the creative intellect of a human translator remains indispensable. A modern translator can achieve the highest quality results by combining technology with traditional skills.

The future development of the pragmalinguistic approach is expected to continue in several directions. First, new theoretical models are emerging as a result of the integration of cognitive linguistics and pragmalinguistics. Second, the pragmalinguistic approach is expanding in the field of multimodal text translation, which includes video, audio, and graphic elements. Third, the globalization of intercultural communication accelerates the universalization of pragmatic norms.

The pragmalinguistic approach continues to play an important role in the development of the Uzbek translation school. Modern Uzbek translators create high-quality translations by applying the principles of pragmatic equivalence when transferring Eastern and Western literature into Uzbek. For example, in the translation of Gabriel Garcia Marquez's works into Uzbek, translators have found ways to adapt the pragmatic features of Latin American culture to the Uzbek mentality. At the same time, the pragmalinguistic approach is crucial in introducing Uzbek literature to the world.

Preserving national mentality, cultural codes, and pragmatic features during the translation of Uzbek literary works into foreign languages is one of the main tasks faced by translators in this field. When translating works of classical authors such as Abdulla Qodiriy, Oybek, and Tog'ay Murod into various world languages, the pragmalinguistic approach conveys the spiritual world, traditions, and values of the Uzbek people to foreign readers. This process greatly contributes to the global recognition of Uzbek culture.

In conclusion, the pragmalinguistic approach has marked a new stage in the development of literary translation theory, enabling a deeper and fuller understanding of the translation process. Its future development is important for improving translation quality and ensuring the effectiveness of intercultural communication.

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