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THE ASPECT OF REALIAS IN DIFFERENT CULTURES

Bafoyeva Nilufarsalimqizi*; Xalilova Muxtarama Inayatullayevna**

^{1,2}Master Degree,
 Navai state pedagogical, UZBEKISTAN

ABSTRACT

This article examines the specificity of translation of realias – linguistic units reflecting national life, which are generally studied in linguoculturology. Realia are a stumbling block in translation, since the translator should recreate the text for the reader preserving not only the ideological content of realia, but also the national and historical colouring. Thus, the following paper reveals both the origin and usage of realia in the context, identifies the most possible methods of rendering realia and leads to better translation. By the way, it helps to identify the origin meaning of culture block words in different cultures. As well as, this article deals with how to translate realias in three ways: transliteration, neologisms, collocations. Each culture has its own denominations of national and historical elements, objects, phenomena, which are defined by the term “realia”. Realia, elements of a foreign culture, with ethnic, historical or local colouring, are frequently used in foreign language as a means of helping students to develop functional knowledge of the target language in terms of vocabulary and culture. “Realia are a stumbling block in translation, since the translator should recreate the text for the reader preserving not only the ideological content of realia, but also the national and historical colouring. Thus, the following paper reveals the originate of realias, their items in different cultures, as well as, the origin and usage of realia in the context”¹.

KEYWORDS: *Linguoculturology, Realia, Customs, Traditions, National Language, Culture, Linguistic Picture Of The World, Originality, Transliteration, Neologisms, Colocation.*

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