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SOCIOLINGUISTIC FEATURES OF TRANSLATION IN DIFFERENT CONTEXT

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ABSTRACT

The article deals with the sociolinguistic features of translation and its linguistic categories, such as context, semantics, lexical units, pragmatics, rhetoric, as well as the problems of intercultural communication, which suggests the intercourse between representatives of different languages and cultures. The process of translation, which arose during the formation of different languages and has a thousand-year history, is marked by constant efforts aimed at overcoming the language barrier in various spheres of human communication - economic, political, social, etc. Without the intermediary function of translation, it is impossible to transfer information in the field of philosophy, science, literature, religion, sports. The study of translation as a subject and as a separate branch of science sometimes leads to different and sometimes incompatible understanding of certain areas and theories of translation.

KEYWORDS: *Translation, Category, Language, Culture, Intercultural Communication, Formation of different languages, Semantics, Vocabulary, Pragmatics, Rhetoric.*

INTRODUCTION

The process of translation, which arose during the formation of different languages and has a thousand-year history, is marked by constant efforts aimed at overcoming the language barrier in various spheres of human communication - economic, political, social, etc. Without the intermediary function of translation, it is impossible to transfer information in the field of philosophy, science, literature, religion, sports. The study of translation as a subject and as a separate branch of science sometimes leads to different and sometimes incompatible understanding of certain areas and theories of translation.

The goal is to consider the sociolinguistic features of translation and its linguistic categories - context, semantics, vocabulary, pragmatics, rhetoric - as well as the problems of intercultural communication, involving communication between speakers of different languages and cultures.

RELEVANCE

Analysis of recent studies of the phenomenon and the process of translation [2; 6; 7] testifies that this issue has far from exhausted its range of problems, since even in the definitions of the process of his research, such expressions as: Eng. theory of translation, translation theory, translation science, translation studies, translatology, etc.

It is known that the quality of literary translation is not always perfect [5].

This is explained not only by the lack of theoretical knowledge and intercultural competence of the translator, but also by external (extralinguistic) circumstances, which are not influenced by him. These include, in particular, the often manifested lack of time and the "pressure" of the customer, who has a certain prejudice regarding the original text, the departure from which does not always allow defending the principles of translation and taking into account the point of view of the translator.

Considering translation as a process and as a result, let us point out some problems:

- 1) Problems associated with the specifics of the source text (taking into account the peculiarities of the individual style and expressive means of the language);
- 2) Pragmatic problems of translation arising on the basis of the contrast of extra-textual factors of both languages;
- 3) Culturally specific issues translation;
- 4) Contrastive linguistic problems associated with the structural features of the output and target texts.

The main provision of the translation process, taking into account its mental and psychological factor and lexical and semantic features, can be the understanding of the text as a certain creative action aimed at the source text to be translated, and the target text to which the translation is carried out. At the same time, the translation process is always perceived to be functionally and thematically outlined; it happens consciously, in a planned way, realizing its main purpose: providing the necessary information and establishing communication between representatives of different languages and cultures.

Translated texts represent super-summarized, multidimensional unity that must first be understood, and only then proceed to translation.

Under these conditions, translation options can be based on separate translation categories. From the point of view of hermeneutics, understanding the text is a process in which the already existing knowledge is mobilized and replenished, because only on the basis of the already mastered line of "ours" and "aliens" become more and more blurred and increasingly uniting the translator and the text. In this regard, we share the opinion of a number of linguists [4; 7], considering hermeneutics as a fundamental dimension of translation. In this case, the text is understood as a whole and the translation should be just as integral

However, there are no absolute criteria for the equivalence of a text and its translation. The translator strives only for optimal semantic unity both texts, where the unit of measurement is the content accuracy of the text, on the one hand, and the targeted, addressee-oriented adequacy of the translation, on the other. In addition, the translation should be done idiomatically correctly and easily perceived by the addressee.

The translation process requires the performer to choose certain language decisions, which cannot be absolute and final, but which should lead to an optimal preliminary result. In linguistics, especially in the linguistics of the text and semantics, separate approaches to research have been developed, which are decisive in the translation process. These include linguistic categories: context, semantics, vocabulary - for the receptive aspect of understanding and pragmatics, rhetoric - for the productive aspect of formulation.

The criterion for assessing the quality of the translation is its adequacy, one of the prerequisites for achieving which is a holistic approach to the text, i.e. the concept of the integrity of the text, both in relation to the original and to the translation. Integrity means some coherent formation, the individual constituents of which are subordinated to the meaning of the whole. Coherent text obeys the laws of grammar and syntax, forming a structured linguistic unity. Relevant for the understanding of a text is, however, not only its syntactic structure, but also textual factors, that is, the context. The texts are only a part against the background of a huge whole of extra-linguistic reality. The context includes the initial situation on which the text is built, its (the text) whole setting, as well as the extra-linguistic field, which includes factors that are known to the speaker. This includes culturally specific stereotypes and sociocultural environments that are expressed in natural, historical, cultural, religious, social, economic, political, technical, individual and occasional factors.

Each text is distinguished by a special thematic structure and is constituted from beginning to end by the relations between its lexemes.

However, since not syntax, but vocabulary is the central component of the language, then these relations are not grammatical, but semantic. At the same time, thematically oriented lexemes refer to certain groups of words, united by a common conceptual feature. Thus, semantic selection occurs, which determines the meaningful lexical solidarity / compatibility of text units (English compatibility).

In the process of translation, the determining factor is not only the potential of the meanings of words, but also their sociolectal and special functioning.

Thus, the question of professional vocabulary arises, where it is not only about terminology, but which is a tool of cognition and serves to record and transmit observations, hypotheses and theories that develop as research methods and the science of language itself improve.

Particularly important in the translation process is the pragmatic aspect, which determines for whom and for what purpose the translation is carried out [5; 8]. In this case, the purpose of the text can also change. The customer may, for example, require a generalized assessment of the text, which implies a deep understanding and explication of the main points. Along with this, for a linguist, the philological adequacy of the translation may seem more important. However, advertising texts undergo the greatest changes, the structure of which changes to the extent that it is required to optimize the obtained effect.

An essential prerequisite for the correctness of translation is knowledge in the field of rhetoric or the art of speaking and the translator's knowledge of rhetorical figures, which are types of planned syntagmatic deviations from the normal sequence of linguistic elements [1]. Such variations can affect all units of the linguistic system and are explicated in such linguistic phenomena as repetition (s) - alliteration, polyptoton, parallelism, poronomasia; expansion / distribution - paranthesis, pleonasm; contraction / contraction - apocop, ellipse, zoigma; permutation / permutation - palindrome, anastrophe, hyperbaton. This also includes substitution / substitution - tropes, rhetorical questions, proleps, etc.

The named linguistic categories play a decisive role in translation. In different texts, their application is completely different, at the same time they are closely related to each other. Explication of the culturally specific features of the source and target texts also plays a significant role. The task of the translator is to ensure that the information laid down by the sender is easily understood by the addressee, and this process becomes more complicated as linguistic differences increase due to historical, geographical, cultural, economic and other reasons. The translator becomes, in fact, a mediator not only between languages, but also between cultures, in which differences are both a cause and a consequence of the differences in the mentality of the respective nations. Often, a translator who is not sufficiently familiar with the specifics of the national culture, which is immanently manifested in the text of the source language, performs a descriptive translation, while the author's illocution does not correspond to the text.

As the conclusion we point that the problems of understanding the text are often problems of understanding the culture, and a true translator can only be one who, along with a deep knowledge of the language, feels confident in both cultures.

This constitutes the quintessence of "intercultural communication" as a separate branch of science closely related to translation theory, sociology, philosophy, psychology, history, religion, literature, ethnology, the degree of knowledge of which determines the level of intercultural competence of the translator. In practical terms, this means building a bridge between the message or idea of the original text and communication with representatives of other peoples and cultural strata, other social systems and languages with different grammatical systems [3].

In the linguistic space of each language, a large number of speech turns, idioms, catchphrases, which have no correspondences in other languages, are represented; translation and interpretation of such phenomena requires the translator to have a wide linguistic erudition and deep knowledge in various socio-cultural spheres. Great linguistic and local linguistic knowledge, awareness of cultural differences are required from the Russian recipient by such English expressions as, for example: blue beard, blue stocking, pillars of society, Hobson's choice, time is on our side, time is money, happiness takes no note of time, what will Mrs. Grundy say, something is rotten in the state of Denmark, much ado about nothing, to be or not to be, civil disobedience, Uncle Sam, the lost generation, kidnapping, my home is my castle. Similar phenomena take place in the Russian-speaking space. These and other questions await their solution, and the problem of cultural differentiation cannot be completely exhausted.

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