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TRANSLATION STRATEGIES FOR ADVERTISING DISCOURSE TEXTS: BEST KNOWN TV COMMERCIALS IN UZBEK

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Annotatsiya: Reklama matnlarining tarjimasi mushkul vazifa, unda bir qator qiyinchiliklar, strategiyalar, usullar mavjud, shuningdek, tarjima texnikalaridan unumli foydalanishni talab etiladi. Reklama tarjimasi asliyatdan uzoqlashmagan holda, asosan, ommaga tushunarli, qisqa va sodda tilda bo'lishi kerak. Ushbu maqolada chet elda ishlab chiqarilgan mahsulotlar reklamasi va ularning o'zbek telekanallarda namoyish etilayotgan qisqa roliklar tarjimasini taqqoslash natijasida olingan yutuq va kamchiliklar yoritilgan.

Kalit so'zlar: reklama, matn, tarjima, transformasiyalar, mahsulot.

It should be noted that the remarkable achievement of an advertisement, an advertising campaign always depends on the joint efforts of professionals in related fields, however, a premium quality translation of an advertising discourse should be considered as one of the key success criteria. At the same time, unlike the translation of literary texts, neither the preservation of linguistic and stylistic means, nor the proximity to the original content such an important role as the fact of influencing the audience through the use of the discursive means of language: here the pragmatic side of the issue comes to the first, since the main goal of an advertiser is to sell a product. Such translation often requires a creative approach. Precisely at the study of strategies for the translation of advertising texts that this work is aimed, which presents the results of a study of strategies for the translation of texts of advertising discourse, based on a comparative analysis of the texts of advertising videos in English, Russian and Uzbek. The word "advertisement" comes from the Latin and means "to shout out". The semantics of the word goes back to the times of the heralds, who in a loud voice called to buy goods in ancient times. Any advertising (printed flyers, television commercial, Internet posters, etc.) informs about new goods, services, consumer properties in various ways, is aimed at a potential consumer, who is paid for by a sponsor and serves to promote his products and ideas. Advertising becomes main topic in everyday discourse. The concept of "discourse" is rather complicated.

Conversation involves situational knowledge beyond just the words spoken, consequently, the study of discourse is wholly context-dependent process. Obviously, speech and time of speaking interrelates the entire semantic factors involved in authentic communication. "The study of discourse...can involve matters like context, background information or knowledge shared between a speaker and hearer,"¹

Advertising discourse is a complete message that has a strictly oriented pragmatic attitude, combining the distinctive features of oral speech and written text with a set of semiotic means (drawings, photographs, font color; audio and video materials). In addition to this, texts of adverts include a lot of irony, metaphor, metonymy, paraphrase, synecdoche, comparison, stylistic and linguistic devices. Therefore, the translation of advertising discourse is a rather difficult task. In order not to lose marketing content, as well as to maintain originality, you should interpret the content of the advertisement, not copy it. Simultaneously, many designs of advertising texts can be successfully transmitted using traditional translation techniques, in particular, lexical, grammatical and lexicogrammatic transformations. It is the study of translation transformations of advertising discourse that we focused on in the practical part of the work.

The purpose of our study was to identify the features of the translation of advertising discourse texts, its tendencies and patterns, as well as the frequency of the use of various

¹ Bloor, Meriel, and Thomas Bloor. *Practice of Critical Discourse Analysis: An Introduction*. Routledge, 2013, p.39

transformations in them, based on the analysis of the translation of advertising texts of goods of well-known foreign brands (mainly US and Russia brands)

According to the research results, the following transformations are quite common when translating advertising discourse texts from English and Russian into Uzbek:

- Modulation (semantic development) -15.6%
- Grammatical substitutions - 15.6%
- Omission - 14.56%
- Syntactic similarity - 13.52%
- Compensation - 10.4%

Let's consider transformations most typical for the translation of advertising discourse. Very often advertisement translations can be made only loan transfer. Others require a deep logical thinking and a good knowledge for the company that produces them. Omission is also needed while translating ads and the same goes for generalization and particularization techniques. Frequently, equivalent is the best way to render the source text into the target text.

Modulation is about changing the form of the text by introducing a semantic change or perspective in all types of advertisement. For instance, in translation of TV commercial of “Kit kat senses” Uzbek translators have chosen right strategy in conveying the meaning to viewers by using modulation and omission. Ads like to be concise and clear.

Вы кто такие? Мы ветеринары, приехали к тигру. – Sizlar kimsizlar? Veterenarmiz, yo‘lbarsga keldik.

For the following advertisement of well-known company named “Colgate- Palmolive”, Uzbek translators have chosen the techniques, such as grammar substitution in order to reach perfect text to the Uzbek audience. Here literal transformation could not be used to get ideal translation. For instance, the verb ‘to smile’ has several translations, but ‘tabassum qilmoq’ has been chosen accurately. In translation of adverts, the main issue is cohesion and coherence of the text. Advertisement on Colgate use similar grammatical cohesion – present tense, active voice, indicative mood; and lexical cohesion – mainly distribution of the name of the product throughout the text.

When they say I can't be a stay at home dad, I smile - Dada men uyda qolmayman desa, Men tabassum qilaman

When people ask me what my boyfriend thinks, I smile - Odamlar mendan yigiting nima deb o‘ylaydi desa, men tabassum qilaman

Compensation is quite common in the translations of the videos we are examining. Sometimes, as in advertising M & Ms, translators deliberately replace not too familiar concepts with similar, understandable to the consumer's ear. For example, the author uses generalization, replacing the red and green M & Ms (which the fictional characters want to leave under the tree) with “gifts.” And, it would seem, everyone already familiar Santa (Qorbobo) decided to present in the role of Santa Claus.

So you think Santa will like these red and green M & Ms? – Nima deb o‘ylaysan, sovg‘alarimiz Qorboboga ma’qul bo‘ladimi?

Advertising texts consist of best well-known slogans for making product popular. ‘Have a break – Have a Kit Kat’ has been translated into Uzbek ‘ Tanaffusmi.... Kit Katdan bahra ol’. Slogans are rarely translated word for word, it should be concise and memorable; unique and evocative of this particular brand

The data obtained during the study helps to draw the following conclusions:

1) When working with the texts of advertising discourse, one should not strive for literal translation. Great importance is attached to the context, subject-logical connections, linguistic features (including common language norms, phraseology, syntax and prosody), translation pragmatics;

2) When translating slogans, it is sometimes advisable to resort to receiving compensation;

3) When translating the main text of an advertisement, you can adhere to the structure of the original, if this does not harm the meaning and pragmatics of the advertisement as a whole. But when there is a threat of misunderstanding, it is better to pay more attention to pragmatics: apply certain transformations (modulation, generalization, concretization, compensation, etc.), if necessary, simplify the design, remove unnecessary things, add details that are important for the consumer.

4) When translating product names, brands, direct translation dominates, transcription (transliteration) is less commonly used.

Thus, the translation of advertising discourse texts should be extremely adequate, taking into account the historical, socio-cultural and economic characteristics of the target audience. Also, due to the fundamental role of the pragmatic component in advertising discourse, when translating its texts, it is often necessary to use various kinds of transformations (including lexical, grammatical and lexical-grammatical) of the original text in order to better convey the original idea / to have the proper effect on the recipient. Translators have to study the claim and the text thoroughly and to find the real meaning of it. In conclusion, it would be better to state that translation advertisements constitute an interesting and challenging process.

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THE IMPORTANCE OF TRANSLATING AUTHENTIC TEXTS DURING THE LEARNING PROCESS

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Аннотация: *Quyidagi maqolada o'quv jarayonida haqiqiy matnlarni tarjima qilishning ahamiyati to'g'risida ba'zi bir chuqur fikrlar muhokama qilindi. Ingliz tilini o'qitishda hayotiy manbalardan foydalanish kerak. O'qitishda haqiqiy matnlarni tarjima qilish o'quvchilarga o'qishlarida cheksiz muvaffaqiyatlar beradi. Shunday qilib, ushbu maqolada tegishli barcha turdagi ma'lumotlar keltirilgan.*

Калит so'zlar: *O'qish, yozish, tarjima, o'quv jarayoni, haqiqiy matn, interaktiv*

Аннотация: *В данной статье были обсуждены некоторые глубокие мысли о важности перевода аутентичных текстов в процессе обучения. При обучении английскому необходимо использовать реальные источники. Перевод аутентичных текстов в процессе обучения принесет учащимся бесконечный успех в учебе. Таким образом, в данной статье будут изложены все виды связанных данных.*

Ключевые слова: *Чтение, письмо, перевод, процесс обучения, аутентичный текст, интерактивный*

Reading is considered as one of the main aspects of our life. Every day, everywhere we read. Translation is also plays tremendous role in academic life. Due to various technological advancements and brilliant modern facilities, translating authentic texts has changed

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