

The Role of the Media in the Translation of Foreign Languages

Umida Khabibullayevna Ibodullayeva

Lecturer at the Department of English Journalism and mass communications university,
Uzbekistan

ANNOTATION

In addition to the rules of translation, this article also analyzes cases where a traditional error or sometimes an incompetent translator spreads it to the general public without being corrected. We think that the name of the Uzbek city of Fergana proves our point. There are two transcriptions of this word in English. If the word was copied directly from Uzbek, it would have the image of Fergana if it was transliterated from Russian.

KEYWORDS: Translation, words, periodical, image, transcription, newspaper, commentary, concept, order of writing.

Introduction: There are several ways to translate words that have no equivalent. The easiest way to translate words that have no equivalent is to transliterate the words, i.e. give the word pronunciation, save it. This method is widely used in transliterating personal names, place names, geographical names, positions, names of newspapers and magazines, ie names of periodicals, enterprises, organizations, firms, companies, ships and hotels.

Sometimes transliteration is used for a specific purpose. The available literature on translation theory shows that the use of transliteration has advantages because transliteration provides the pronunciation form of the word actually used. Transliteration takes into account the graphical aspect of the word. For example, the Uzbek word Hamlet in English is given in two ways: Hamlet and Hamlet. The second method is close to the rules of the Uzbek language, but its pronunciation is close to the English word. If we give this word in transliteration, it takes the form of Hemlit. It does not meet the above requirements. Sometimes the same name is required to be given in more than one way. This is often directly related to the method and genre of the text. It is also very important for the interpreter to know when and in what country the event or phenomenon being described is taking place. In most cases, the name is also transliterated depending on the period and the genre in which the text is written. Take, for example, the city of Samarkand. The name of this city in Uzbek can be given in two different ways. In English, the name can be transliterated in Samarqand and Samarkand forms. While the word transliterated in the first method is often used in historical texts, the second method is used in modern texts. It should be noted that the second method is known to have come to this form mainly under the influence of the Russian language. The English word Isaac also has transliterated forms in several ways. In the religious text the name is given as Isaac, in the scientific and literary text as Isaac. In the Uzbek language, this religious text refers to Jesus, in scientific and artistic works to Isaac, and in other cases to Isaac or Isaac. In addition to the style and genre of the text, transliteration, transcription and traditions are also taken here.

Result and discussion: In addition to the rules, there are cases when the error of a tradition

or sometimes an incompetent translator has spread to the general public without correction. In our opinion, the name of the Uzbek-speaking city of Fergana may be a proof of the above. There are two transcriptions of this word in English. If the word was transcribed directly from Uzbek, it would have the appearance of Fergana, and if it was transliterated from Russian, it would have the appearance of Fergana. However, now the Ferghana form of the word, which does not correspond to either Uzbek or Russian, is used. Again we need to pay attention to the letter combination gh in English, which proves that the word is incorrectly transcribed. This letter combination corresponds to the transcription of the letter "g" in Uzbek. Compare: Afghanistan -Afganistan.

As mentioned above, this method is widely used in transliterating personal names, place names, geographical names, positions, periodical names, enterprise, organization, firm, company names, ship and hotel names.

If we talk about the transliteration of the names of periodicals, the main focus should be on the names of newspapers and magazines, and at the same time who they serve. Because the nomenclature of newspapers cannot be limited to transliteration. Take, for example, The Daily Express and The New York Times. The name of the newspaper may be popular, but their name does not provide the same information to Uzbek readers. The Daily Express should be translated as the British Conservative newspaper Dey li Express. Here, along with transliteration, attention is paid to the development of the meaning of the translation, and the word, here the name of the newspaper is clarified. The same should apply to The New York Times. In addition to the name of this periodical, informing the Uzbek reader and transliterating the name of the newspaper will look like this: The New York Times, the national newspaper of the United States.

It should be noted that additional information that is not directly provided in the original is provided by the translator in sub-page comments and explanations. To do this, the interpreter must have a very deep knowledge. The translator must show ingenuity in translating words obtained by artificial, new compounding and slanging, but these things must not contradict the rules of language and the context requires its use.

The next way to translate a word that has no alternative in the language being translated is to translate the meaning closer. It can also be thought of as a translation by word analogy. If there is no alternative to the word originally used in the language being translated, a word similar to and close to the meaning of that word is chosen in the translation. For example, it is recommended to do so when translating the Uzbek words "halim", "holvaytar" and "sumalak". To do this, a synonym or similar word in a foreign language is chosen for these words. In this case, a phrase can be used instead of a single word. There is no English equivalent or alternative to the Uzbek word "halim", but you can choose the name of a similar dish that is boiled for a long time with wheat. When the appropriate word is not found, it can be given in the form of porridge with wheat and stewed meat. It can also be given as nutritious meat porridge. Which word to choose depends on the context and the skill of the translator.

In summary, there are five ways to translate non-alternative words - 1) transliteration, 2) subtitled annotations and explanations, 3) slashing, 4) translating with similar words, and 5) figurative translation we went out. They all have their own set of flaws. In some translations, words and phrases may remain only within the same translation, while comments and

explanations increase the size of the translated text, while a similar translation impairs the quality and accuracy of the translation. However, the judicious use of the above methods leads to the retention of the information given in the translation as completely as possible and increases the quality of the translation. In choosing the method of translation, the methodological and genre features of the text are taken into account, special attention is paid to the possibilities of forming each phrase.

REFERENCES

1. Irisqulov.MT - Introduction to Linguistics Tashkent 1992
2. Grinev-Grinevich S.S., Sorokina E.A. Foundations of semiotics. - FLINT. - M., 2012. pp.50-51.
3. Raxmonkulovna. A. M Web of scientist: international scientific research journal. ISSN 2776-0979 Volume 2, issue 5, 2021. English - uzbek translation process and their analysis.pp591-601
4. Stepanov Yu.S. Constants: Dictionary of Russian Culture. Ed. 3rd, rev. and add. M.: Academic Project, 2004 .— p.21- 22
5. Ishmukhamedov. R. Ways to increase the effectiveness of education through innovative technologies. T. 2005
6. Raxmonkulovna.M.A International journal of discourse on innovation, integration and education. Volume: 02 Issue: 02 | February 2021 p.297-306
ISSN: 2181-1067 <http://summusjournals.uz/index.php/ijdiie>
7. Ibragimova, S. (2020). Study of phrasal verbs in innovative activity of English teachers. *Архив научных исследований*, 1(18). извлечено от <https://tsue.scienceweb.uz/index.php/archive/article/view/2177>
8. Akramxodjaeva, D., Nasretdinova, M., & Abdullayeva, M. (2020). Translation of national events and concepts in fiction. *International Journal of Scientific and Technology Research*, 9(2), 2984-2986
9. Abdujabborova Kamola Husniddin Qizi. "IMPROVING LITERACY SKILLS THROUGH LEARNING READING" *Наука и образование сегодня*, no. 4 (63), 2021, pp. 85-86.
10. SevaraBaxodirovna, I., Sharipjanovna, R., BarnoAliyevna, T. (2021). Development Of Lexical Competence In Students Of Higher Educational Institutions. *Int. J. of Aquatic Science*, 12(3), 2938-2943.
11. Ibragimova Sevara Bakhodirovna (2020). ‘Use of New Pedagogical Technologies in Foreign Language Lessons’, *IJAPR*, ISSN: 2643-9123 Vol. 4 Issue 12, December - 2020, Pages: 38-39.
12. Абдуллаева Мархабо Рахмонкуловна, (2020). ‘ИНСОНИЯТНИНГ ЎЗARO МУНОСАБАТИДАГИ МИЛЛИЙ КОЛОРИТНИ ИФОДАЛОВЧИ ФЕЪЛИ ФРАЗЕМАЛАР (Агата кристи асарлари талкинида)’ “МАРКАЗИЙ ОСИЁДА ЛЕКСИКОЛОГИЯ ВА ЛЕКСИКОГРАФИЯ: АНЪАНАЛАР ВА ҲОЗИРГИ ЗАМОН ИЛМИЙ МАКТАБЛАРИ” республика илмий-амалий конференцияси илмий тўплами, 153-158.

13. Marhabo Raxmonkulovna Abdullayeva, (2020). 'Insonning tabiatga munosabatidagi milliy koloritni ifodalovchi felli frazemalar (Agata Kristi asarlari tarjimalari talqinida)' ISSN 2181-0842, 509-513.
14. Khudoyarova, Ziyoda Maratovna, Kurbanova, Nigora Nematovna ADVANCED PEDAGOGICAL TECHNOLOGIES AND THEIR APPLICATION // ORIENSS. 2021. №11. URL: <https://cyberleninka.ru/article/n/advanced-pedagogical-technologies-and-their-application>
15. Erkinovna Khabibullaeva Makhliyo. (2021). Experience Of Translating Historical Novels In Translation Studies. *The American Journal of Social Science and Education Innovations*, 3(06), 84–90. <https://doi.org/10.37547/tajssei/Volume03Issue06-14>
16. Shakhlo Irgashbaevna Akhmedova. (2021). SYMBIOSIS OF ARTISTIC TRENDS IN CONTEMPORARY LITERATURE OF THE ARAB COUNTRIES OF THE PERSIAN GULF. CURRENT RESEARCH JOURNAL OF PHILOLOGICAL SCIENCES (2767-3758), 2(09), 105–109. <https://doi.org/10.37547/philological-crjps-02-09-23>