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Translation studies and pragmalinguistic development tendencies : problems, solutions and achievements

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**TRANSLATION STUDIES AND PRAGMALINGUISTIC DEVELOPMENT
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PECULIARITIES OF TRANSLATION OF SOCIO-POLITICAL NEWS

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Annotation. In this paper the specific features of socio-political news articles, their functions, translation methods and technics are discussed.

Key words: socio-political news, information, current events, methods.

The social and political events of national and foreign interest are always of public interest. Under the era of globalization, the rapid development of all aspects of human life has created a keen interest in the changes taking place in economic and political life around the world. Today, we live in an era of information where we receive news from the Internet, from newspapers and magazines, television and radio programs. News is information about current events that people might find interesting. It can change the specific situation and often has social implications. The widespread distribution of news about the actual problems of our time is helped by the online editions of print media and the creation of media sites on the Internet, which translate foreign publications.

Studying the linguistic and cultural features of socio-political news translation is important in order to produce accurate translations. Publications on socio-political matters are important right now, as events in the world are covered in a variety of ways, from international organizations to political parties to military conflicts to wars to the effects of globalization.

The modern Internet versions of the English-language media share information about different aspects of human life. They discuss important social issues, which are important to the cultural community. Political events are reports about the political and social life of any country, major events and their impact on the world. We see that the translation theorists and practitioners have new challenges. In today's world, it is essential to improve the quality of news translation. The translator must be mindful of the accepted standards of news reporting, which include the topicality,

correctness, and completeness of the story. Translation of socio-political texts often requires a great deal of skill, practicality, and accuracy.

News articles on social and political issues contain lexical units that are used to increase influence and further understanding of readers:

Specific terms related to political and public life (foreign power, military operations, cooperation, revolution, political parties);

- Slang words and phrases (Clinton reportedly pissed off, "Who the damned think he is Who is the superpower in this situation? Barack Obama said that the proposed military intervention in Syria would get bogged down and not work.

- Similes, metaphors and elements of irony (bureaucratic landscape; "new blood" (about new appointments in the government); a series of economic shocks; Mr. Putin's image as a strongman in Europe.

- Attributed Groups (Long-Term Agreement; Russian Leadership Team; Governors and Presidential Envoys; Domestic Law Enforcement; etc.) a strategic urban stronghold; Government chartered establishments; Extensive healthcare legislation is coming in, High turnout election.

Translators working with news content must be familiar with the events' background and be able to provide information about them when needed. The translator can adapt the translation, depending on the audience for which it is being done. Sometimes it is necessary to translate words that have no direct equivalents in other languages, culture-specific words. The translator must be familiar with the meaning of some phrases used in political news. For example, "As soon as, God forbid, this happens, then they won't need a bear either, and the taiga will be captured" [7] The bear is an image of Russian President Vladimir Putin, and Russia is compared to the taiga by American journalists.

Many people believe that translating socio-political texts doesn't require as much specialized knowledge as translating specialized texts. However, the most important role is played by the "background information", and the more extensive the information, the more appropriate the translation is. Social and political translation

involves taking into account the specific features of each country, as well as the high level of vocabulary in the socio-political sphere.

Political text and terminology have the following functions:

1. Expressive function that expresses aims;
2. Objective function that aims to influence people's thinking and their actions;
3. Symbolic function meaning that thoughts and feelings are expressed by political symbols.

According to those functions in the sphere of political texts there are a lot of terms which can have different meanings in English language and without a doubt in the process of written translation translators come across difficulties not only to translate but also to understand them.

In order to translate socio-political texts using some teaching methods requires several steps. The main reason for this is multi-meaning of terms in English language. These methods are very helpful to identify the terms and translate them properly.

In the given table below there is given some methods which are used in written translation.

Methods of translation:

1. Teaching and identifying socio-political terms in English language;
2. Understanding socio-political terms in English texts;
3. Choosing proper translation technique.

The first method that is teaching and identifying socio-political term in English language is used to help and teach translators how to identify exact terms in English languages. Because of the globalization and changes in the world, a lot of new terms appear in world languages such as English, French, Russian and others.

The second method is called understanding the terms in English texts. This method is required to get the meaning of the terms after finding out them and before translating them. The main reason for this is that there are a lot of homonyms and it is difficult to clarify and translate from one language to another.

The third method is choosing proper translation techniques. The process of translating socio-political terms in written translation translators use several translation techniques such as expanding, omitting, adding and others.

In conclusion it is visible that three methods which we have given are directly connected to each other and by using those jobs of translator and students' overall comprehension of socio-political terms are easier.

THE VIOLATION OF POLITENESS PRINCIPLES IN LITERARY TEXTS

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Annotation. As the title implies the article reveals the violations of politeness principles in communication given in literary texts. The purpose of the article is to provide the readers with the theories about politeness and implemented analyses in various dialogs taken from stories, novels and other fictional books.

Key words: lingua-pragmatics, politeness principles, conversational implicature, maxims, communication, speech acts.

Generally, people use language to exchange information so they should pay attention to their communicative way to maintain friendly atmosphere and convince addressee to their words. For this reason they need to be polite and know how to behave themselves. In order to create new methods and techniques of using language properly, many scientists investigated and proposed the new field of science named pragmatics. This science existed in different fields such as psychology, philosophy, sociology. Because of the emergence of linguistically oriented pragmatics, it became valid pragmatics and discourse analysis to identify the main role of pragmatics with linguistics. When considered among other branches of linguistics, it is referred to as pragmalinguistics or linguistic pragmatics. Nowadays, this is the most widespread

32. Boltayeva M.D., Mirzayev I.K. - <i>Translation problems of the "Concept of Religion" in different contextual discourse</i> ...	153
33. Salomova G.A. - <i>The features of the term "Abbreviation" in linguistics</i>	159
34. Hotamov J.S. - <i>Recommendations for getting a national or International certificate of English language</i>	164
35. Borijonova G.Z. - <i>The importance of vocabulary in teaching English as a foreign language</i>	168
36. Mukhammadiyeva Sh.G'. - <i>Modern methods for distance learning of English</i>	171
37. Zakirova D.Yu. - <i>Difficulties in teaching speaking skills and the ways of solving these problems</i>	176
38. Zakirova D.Yu. - <i>Challenges in teaching writing skills and the ways of solving these problems</i>	180
39. Mansurova N.A. - <i>Theoretical and Practical Issues of Economic Translation</i>	185
40. Хусанова М.Б. - <i>Инглиз тилида феълларнинг семантик гуруҳланиши ва уларнинг контекстуал хусусиятлари</i>	189
41. Ruzikulova D. - <i>Insurance technical risks and challenges of their development</i>	193
42. Ruzieva I.Z., Khudaykulov A.E. - <i>The significance of intercultural competence in translating Uzbek fairy tales</i>	196
43. Elmuradova G.K. - <i>Speech acts in pragmatics</i>	199
44. Turobiddinova M.A. - <i>Ingliz va o'zbek she'riyatida ota va ona timsoli.</i>	204
45. Madiyarov B. - <i>The presence of same and different opinions regard to storytelling techniques to enhance English speaking skills</i>	209
46. Sultonova F.Sh., Akromjonovna M.T. - <i>Yozma tarjimada frazeologiyaning o'rni va ahamiyati. Frazeologik birliklarning ikki (ingliz va o'zbek) tilida tarjimasi va qo'llanilishi.</i>	212
47. Ernazarova N.X. - <i>Peculiarities of translation of socio-political news</i>	216