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UDC 81'255

THE IMPORTANCE OF CONSIDERING CULTURAL CONTEXT IN FILM TRANSLATION

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Annotatsiya. Ushbu maqolada kino tarjima qilishning murakkab jarayoni haqida gap boradi va madaniy kontekstni hisobga olishning muhimligi ta'kidlanadi. Unda tarjimonlar nafaqat dialogning so'zma-so'z ma'nosini, balki uning madaniy nuanslari va konnotatsiyalarini ham etkazishda duch keladigan qiyinchiliklarga oydinlik kiritiladi. Maqolada ma'lum tahlillar va misollar yordamida, madaniy elementlar, masalan, idiomatik ifodalari, imo-ishoralar va ijtimoiy normalar tarjima jarayoniga qanday ta'sir ko'rsatishini ta'kidlab o'tilgan. Bundan tashqari, tarjimonlar manba materiallariga sodiqlik va filmning maqsadli auditoriya bilan uyg'unligini ta'minlash o'rtasida nozik muvozanatni saqlab qolishlari kerakligini ta'kidlaydi. Film tarjimasida madaniy sezgirlikning rolini ko'rib chiqib, ushbu maqola amaliyotchilar va olimlar uchun qimmatli tushunchalarni taqdim etadi.

Kalit so'zlar: Film tarjimasi, madaniy kontekst, tilga oid aniqlik, madaniy sezgirlik, idiomatik iboralar, maqsadli auditoriya, madaniy nuanslar.

Аннотация. В этой статье рассматривается сложный процесс перевода фильмов, подчеркивается первостепенная важность учета культурного контекста. Она проливает свет на проблемы, с которыми сталкиваются переводчики, передавая не только буквальный смысл диалога, но и его культурные нюансы и коннотации. Благодаря глубокому анализу и примерам в статье подчеркивается, как культурные элементы, такие как идиоматические выражения, жесты и социальные нормы, существенно влияют на процесс перевода. Более того, это подчеркивает тонкий баланс, который переводчики должны соблюдать между верностью исходному материалу и тем, чтобы фильм нашел отклик у целевой аудитории. Исследуя роль учета культурных особенностей при переводе фильмов, эта статья предлагает ценную информацию как для практиков, так и для ученых, отстаивая тонкий подход.

Ключевые слова: перевод фильма, культурный контекст, лингвистическая точность, культурная восприимчивость, идиоматические выражения, целевая аудитория, культурные нюансы.

Abstract. This article delves into the intricate process of film translation, emphasizing the paramount importance of considering cultural contexts. It sheds light on the challenges translators face in conveying not just the literal meaning of dialogue but also its cultural nuances and connotations. Through insightful analysis and examples, the article underscores how cultural elements, such as idiomatic expressions, gestures, and societal norms, significantly impact the translation process. Moreover, it highlights the delicate balance translators must strike between fidelity to the source material and ensuring the film resonates with the target audience. By examining the role of cultural sensitivity in film translation, this article offers valuable insights for practitioners and scholars.

Key words: Film translation, Cultural context, Linguistic accuracy, Cultural sensitivity, idiomatic expressions, Target audience, Cultural nuances.

In the globalized landscape of cinema, where movies transcend borders and languages, the art of film translation emerges as a pivotal bridge between cultures. However, beneath the surface of linguistic conversion lies a complex interplay of cultural nuances, demanding meticulous attention to context. In this exploration, we delve into the critical significance of considering cultural context in film translation, illuminating the challenges, strategies, and implications inherent in this multifaceted process. At the heart

of film translation lies the quest for linguistic accuracy, but mere word-for-word rendering often falls short of capturing the essence of dialogue. Cultural intricacies permeate every aspect of communication, from idiomatic expressions to subtle gestures, imbuing dialogue with layers of meaning deeply rooted in societal norms and values. Thus, translators face the daunting task of not only conveying the literal meaning of words but also preserving the cultural nuances that enrich the narrative tapestry.

Considering the cultural context in film translation is of utmost importance due to the following reasons:

1. **Preserving Cultural Specificity:** Films are cultural products that reflect the values, traditions, and beliefs of a particular society. When translating a film into a different language, it is crucial to maintain the cultural specificity of the source material. By considering the cultural context, translators can ensure that the translated version captures the essence and cultural nuances of the original film, allowing the audience in the target language to experience the same cultural elements.

2. **Enhancing Authenticity and Immersion:** Films often rely on cultural references, humor, and wordplay that may not have direct equivalents in other languages. By considering the cultural context, translators can adapt these elements in a way that resonates with the target audience while staying true to the original intent. This enhances the authenticity of the film and immerses viewers in the intended cultural experience, making the translated version more engaging and relatable.

3. **Avoiding Misinterpretation and Miscommunication:** Cultural differences can significantly impact the meaning and interpretation of dialogue, gestures, symbols, and visual cues in films. Neglecting the cultural context in translation may lead to misinterpretation or miscommunication, altering the intended message or distorting cultural references. By considering the cultural context, translators can accurately convey the intended meaning and prevent any potential confusion or misunderstanding for the target audience.

4. **Respecting Cultural Sensitivities:** Different cultures have varying norms, values, and sensitivities. Translating films without considering the cultural context may inadvertently offend or alienate the target audience. Cultural awareness allows translators to navigate cultural sensitivities and adapt the content appropriately, ensuring that the translated film respects the cultural norms and values of the target audience.

5. **Preserving Artistic and Aesthetic Values:** Films often possess artistic and aesthetic qualities that contribute to their overall impact. Translating film titles, dialogues, or subtitles while considering the cultural context helps maintain the artistic and aesthetic values of the original work. It allows translators to find suitable linguistic equivalents.

Cultural aspects in film translation refer to the challenges, considerations, and strategies involved in conveying cultural elements from the source film to the target audience while maintaining authenticity and ensuring effective communication. These cultural aspects can include:

1. **Language and Linguistic Challenges:** When translating films, language-specific elements like idiomatic expressions, slang, or dialects pose significant challenges. Translators must carefully navigate these linguistic complexities to find suitable equivalents that capture the cultural nuances and maintain the intended impact of the original dialogue. This is particularly true when incorporating slang, dialects, accents, and multiple languages within a single film. One common issue in literary translation is the translation of slang phrases. Translating slang presents challenges because not every slang phrase in the source language has an exact equivalent in the target language. Translators may need to choose between terms with slightly different implications if there are multiple equivalent expressions in the source language.

2. **Cultural References and Contextual Adaptation:** Films often include cultural references such as historical events, famous personalities, or specific cultural symbols. Translators must adapt these references to the target culture, ensuring that the audience can understand and relate to them without losing the essence of the original cultural context. The translation of linguistic and extra-linguistic references associated with the source culture that may not exist in the target language is a significant challenge in the translation process. Researchers in Translation Studies have long focused on addressing this challenge.

It is important to note that in film translation, cultural context plays a crucial role in conveying the intended message and preserving the authenticity of the original work. Translators need to be not only proficient in the languages involved but also possess a deep understanding of both the source and target cultures. They must be sensitive to cultural nuances, historical backgrounds, and social contexts to ensure accurate and effective translations. By carefully considering these factors, translators can bridge the gap between cultures and enable audiences to fully appreciate the artistic and cultural richness of films from different parts of the world. "Due to significant differences in history, geography, customs, language, and religion between China and Western countries, their cultures and value systems exhibit substantial

variations". To gain a deeper understanding of these cultural value differences, it is important to approach values in a comprehensive manner. "Values are not limited to individuals but also extend to the collective entity" [1]. "Anderson and Taylor emphasize that values serve as guiding principles for behavior within a society and shape the social norms of a particular culture. In essence, values form the foundation for the essential qualities and actions that individuals deem necessary to uphold their culture, establishing the benchmarks for cultural preservation. People and cultures are highly intricate, but to simplify this complexity, the term "cultural pattern" can be employed to encompass culturally rooted beliefs, values, attitudes, and behaviors shared by members of a specific culture.

Central to the discussion is the delicate balance between fidelity to the source material and resonance with the target audience. While faithfulness to the original script is paramount, rigid adherence risks alienating viewers unfamiliar with its cultural context. Therefore, translators must navigate a fine line, employing creative strategies to ensure cultural authenticity without sacrificing accessibility. This may involve adapting idioms, contextualizing references, or even substituting cultural-specific elements with equivalents that resonate with the target audience.

To illustrate this dynamic interplay, consider the translation of a dialogue laden with cultural references. A straightforward conversion may convey the literal meaning but overlooks the underlying cultural significance, diluting the impact of the scene. By contrast, a culturally sensitive approach contextualizes these references, enriching the viewer's understanding and emotional connection to the narrative.

Moreover, the importance of cultural sensitivity extends beyond dialogue to encompass visual and contextual elements inherent in filmmaking. From costume design to setting, each aspect contributes to the cultural tapestry of a film, presenting additional challenges for translators. Adapting these elements requires a nuanced understanding of both source and target cultures, ensuring seamless integration without compromising authenticity.

Ultimately, the success of film translation hinges on the translator's ability to transcend linguistic barriers and bridge the cultural divide. By embracing cultural context as a guiding principle, translators imbue films with universality while honoring their unique cultural origins. In doing so, they enrich the cinematic experience, fostering cross-cultural understanding and appreciation.

In conclusion, the art of film translation is a nuanced dance between languages and cultures, where each step shapes the viewer's perception and interpretation of the narrative. By considering cultural context as a cornerstone of translation, practitioners illuminate the intricate threads that bind us all, fostering a cinematic tapestry that celebrates diversity while transcending borders.

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UO'K 81'25

O'ZBEK VA INGLIZ TILLARIDA XOSILA NOMINALINING MOTIVATSION ASOSLARI (PERIFRAZALAR MISOLIDA)

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Annotatsiya. Ushbu maqolada o'zbek va ingliz tillarida otlarning motivatsion asoslari o'rganilib, so'z yasashidagi perifraza hodisasiga e'tibor qaratiladi. Perifraziya - bu ikki yoki undan ortiq so'zlardan bitta leksik elementni ifodalash uchun foydalanishni o'z ichiga olgan lingvistik vosita bo'lib, ko'pincha nozik ma'nolarni yaratadi va o'ziga xos konnotatsiyalarni beradi. O'zbek va ingliz tillaridan misollarni o'rganib, biz ushbu tillarda perifraz orqali otlarning shakllanishi va talqinini shakllantirishda motivatsiyaning rolini yoritishni maqsad qilganmiz.

Kalit so'zlar: perifraza, ingliz tili, o'zbek tili, motivatsion asoslar, metaforik motivatsiya, so'z, ma'no.

Аннотация. В данной статье исследуется мотивационная основа существительных в узбекском и английском языках, уделяется внимание феномену перифразы в словообразовании. Перифраз — это лингвистический прием, который предполагает использование двух или более слов для выражения одного лексического элемента, часто создавая тонкие значения и придавая определенные коннотации. Изучая примеры из узбекского и английского языков, мы стремимся пролить свет на роль мотивации в образовании и интерпретации имен существительных через перифразы в этих языках.