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FOUR PRINCIPLES THAT GOVERN THE TRANSLATION OF ENGLISH MOVIE TITLES

Fazilova Nurkhon Ibrokhimjon kizi

teacher of the "Department of English practical translation"

Uzbekistan state world languages university

Annotation: *This article discusses the four key principles governing the translation of English movie titles: faithful value, aesthetic value, commercial value, and artistic value. Faithful value emphasizes the importance of accurately reflecting the original content and style while adhering to modern linguistic norms. Aesthetic value focuses on the beauty and structure of the language, highlighting the need for translations that evoke emotional resonance and cultural richness. Commercial value addresses the economic aspect of movie titles, underlining their role in attracting audiences and driving box office success. Lastly, the article notes that the translation of movie titles is an artistic endeavor, with the example of "The Bridge of Madison County" illustrating how a well-translated title can capture attention and convey deeper meanings. Ultimately, the article underscores the necessity of balancing fidelity to the original work with effective communication to the target audience.*

Key words: *translation principles, English movie titles, faithful value, aesthetic value, commercial value, artistic value, cultural context, audience engagement.*

ЧЕТЫРЕ ФУНДАМЕНТАЛЬНЫХ ПРИНЦИПА ДЛЯ ПЕРЕВОДА АНГЛИЙСКИХ НАЗВАНИЙ ФИЛЬМОВ.

Аннотация. *В этой статье обсуждаются четыре ключевых принципа, регулирующих перевод английских названий фильмов: верность, эстетическая ценность, коммерческая ценность и художественная ценность. Верность подчеркивает важность точного отражения оригинального содержания и стиля при соблюдении современных лексических норм. Эстетическая ценность акцентирует внимание на красоте и структуре языка, подчеркивая необходимость переводов, которые вызывают эмоциональный отклик и культурное богатство. Коммерческая ценность касается экономического аспекта названий фильмов, подчеркивая их роль в привлечении аудитории и увеличении кассовых сборов. Наконец, статья отмечает, что перевод названий фильмов является художественным занятием, приводя в пример "Мост через вечность", который иллюстрирует, как хорошо переведенное название может привлечь внимание и передать более глубокие значения. В конечном итоге статья подчеркивает необходимость балансировки верности оригиналу с эффективным общением с целевой аудиторией.*

Ключевые слова: *принципы перевода, английские названия фильмов, верность, эстетическая ценность, коммерческая ценность, художественная ценность, культурный контекст, вовлечение аудитории.*

INGLIZ FILMLARINING NOMLARINI TARJIMA QILISHDA TO'RTTA ASOSIY QOIDALAR

Annotatsiya. *Ushbu maqola ingliz filmlari nomlarining tarjimasida muhim ahamiyatga ega bo'lgan to'rtta asosiy qoidalarini muhokama qiladi: sodiqlik, estetik qiymat, tijorat qiymati va badiiy qiymat. Sodiqlik asl mazmun va uslubni to'g'ri aks ettirish muhimligini ta'kidlaydi, zamonaviy til me'yorlariga rioya qilishni talab etadi. Estetik qiymat tilning go'zalligi va tuzilishiga e'tibor qaratadi, tarjimalar hissiy aloqani va madaniy boylikni uyg'otishi kerakligini ta'kidlaydi. Tijorat qiymati film nomlarining iqtisodiy jihatini ko'rsatadi, ularning auditoriyani jalb qilish va kassalarning muvaffaqiyatini oshirishdagi rolini ta'kidlaydi. Nihoyat, maqolada film nomlarini tarjima qilish badiiy jarayon ekanligi aytiladi, "Madison okrugidagi ko'priki" misoli orqali yaxshi tarjima qilingan nom qanday qilib e'tiborni jalb qilish va chuqur ma'nolarni etkazishi mumkinligi ko'rsatiladi. Xulosa qilib aytganda, maqola asl asarga sodiqlikni saqlash va maqsadli auditoriyaga samarali aloqa o'rnatish o'rtasidagi muvozanatni saqlash zarurligini ta'kidlaydi.*

Kalit so'zlar: *tarjima qoidalari, ingliz filmlarining nomlari, sodiqlik, estetik qiymat, tijorat qiymati, badiiy qiymat, madaniy kontekst, auditoriyani jalb qilish.*

There are four principles that govern the translation of English movie titles: faithful value, aesthetic value, commercial value, and artistic value. 1. Faithful Value: Faithfulness is the fundamental criterion for translating movie titles. It involves not only the language itself but also cultural knowledge and functional characteristics. The best translation of movie titles should remain true to the original, without changing, distorting, omitting, deleting, or altering any elements. It should accurately convey the content of the original movie while reflecting its style through a deeper understanding. The translation must be clear, adhering to modern linguistic norms and avoiding word-for-word translations, obscurity, structural confusion, and unclear logic. 2. Aesthetic Value: Language is an art, and in translation, attention should be paid to the structure and beauty of the language used. The translation should create a sense of beauty for the audience to appreciate. Both the form and content of the translation should embody the aesthetic value of the English movie. Foreign languages often emphasize concise and beautiful language, while Chinese translations focus on symmetry and friendliness, particularly using well-structured four-character phrases. Translations that possess cultural richness and layered meanings enhance the connotation of the titles, evoking a romantic and captivating experience for the viewers. Therefore, movie title translations should emphasize the harmonious beauty of language. 3. Commercial Value: Movies are a form of culture and an economic art. When translating movie titles, commercial factors need to be considered. Translators must understand the cultural features, aesthetic temperament, and interests of the target language audience to inspire their psychological identification, aesthetic pleasure, and desire to watch the film. Movies encompass various art forms, including acting, music, and literature, making them a distinct form of mass culture. As a result, movie titles naturally have a commercial aspect. With the significant development of the film industry, movies are not only commodities but

also serve as a means of cultural communication. The introduction of Western films, especially English films, has brought exotic cultures to Chinese audiences. However, films are also business products intended for consumption, not merely for collection. The film's success depends on attracting audiences. Movie titles act as salesmen, engaging potential consumers and persuading them to watch the film. The translation methods used by translators should align with the film's commercial goals, while highlighting the film's content and appealing to the audience to improve box office performance. 4. Focus on the Art of Title Translation: Translation itself is considered an art, and movies are a form of art. Therefore, a perfect translation of movie titles should be a beautiful artistic task. An example of a well-translated title is "The Bridge of Madison County." Firstly, it is a four-character phrase that captures the attention of viewers. Secondly, the title evokes multiple senses and resonates with the audience."

In conclusion, strategies in the translation of film titles require a delicate balance between preserving the essence of the original work and effectively. The article discusses the essential aspects of translating English movie titles, emphasizing the need for accuracy in conveying the original content and style while maintaining clarity and coherence. It highlights the artistic nature of language, arguing that translations should evoke emotional resonance and aesthetic appreciation from the audience. Additionally, the economic considerations of film titles are explored, as they play a crucial role in attracting viewers and driving box office success. The translation process is framed as an artistic task, with examples illustrating how effective titles can capture attention and convey deeper meanings. Ultimately, the article underscores the importance of balancing fidelity to the original work with the need for engaging communication with the target audience.

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