

## THE ISSUES OF TRANSLATION TEXT STRATEGIES

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### Annotation:

The issue of text translation strategy revolves around the different approaches and techniques used in the process of translating text from one language to another. Translators have many difficulties in accurately and efficiently communicating the meaning, style and cultural nuances of the source text. This article explores the importance of translation text strategy and highlights the various approaches widely used by translators.

**Keywords:** literal translation, cultural adaptation, functional equivalence, strategies, localization, transcreation.

Translation text strategies include a number of methods used by translators to address linguistic and cultural barriers. Translators must take into account the context, audience and purpose of the translation, seeking to preserve the integrity and nuances of the original text. When it comes to translation, different textual strategies can be used based on the specific objectives and requirements of the translation task. Some common strategies used in translation:

1. **Literal Translation:** This strategy aims to maintain a word-for-word correspondence between the source and target texts. It is useful when preserving the structure and form of the original text is crucial. However, it might not capture cultural or idiomatic nuances, requiring adjustments to ensure clarity in the target language. This strategy aims to maintain a word-for-word translation as much as possible, prioritizing the accuracy of individual words or phrases. It may overlook cultural nuances or idiomatic expressions.
2. **Cultural Adaptation:** Cultural adaptation involves adapting the text to align with the target language's cultural norms, idioms, and references. This strategy is crucial in ensuring that the translated text is relatable and understandable to the target audience. It requires deep cultural knowledge and sensitivity from the translator. This strategy involves reproducing the sounds or spelling of words from one language to another, often used for proper names or technical terms that do not have direct translations.
3. **Functional Equivalence:** This strategy focuses on conveying the intended meaning and purpose of the source text rather than adhering strictly to the original wording. The translator aims to capture the essence and function of the text, making adjustments as necessary to ensure coherence and effectiveness in the target language. This strategy focuses on adapting the translation to the target culture by considering linguistic, cultural, and social aspects. It

involves modifying idioms, expressions, and references to make them more relevant and understandable to the target audience.

4. Localization: Localization strategies involve tailoring the translation to suit specific cultural, linguistic, and regional preferences. This approach is commonly used in software and website translation to adapt content to specific target audiences, considering factors such as measurements, currency, and local customs. This strategy emphasizes conveying the intended meaning and overall message of the source text over a literal word-for-word translation. The translator has more flexibility to rephrase or adapt the text while maintaining the core ideas.

5. Transcreation: Transcreation refers to adapting a text so that it evokes the desired emotions and impact in the target language and culture. This strategy is often used for creative works, advertising, and marketing materials. Transcreators employ creativity and cultural understanding to recreate the spirit of the original text, rather than producing a literal translation. This strategy involves interpreting the source text and capturing its essence rather than adhering strictly to its exact wording. It allows the translator to convey the underlying concepts and emotions in a way that resonates with the target audience.

6. Back Translation: This strategy involves translating a previously translated text back into the original language by a different translator. It helps assess the accuracy and fidelity of the initial translation, especially in cases where accuracy is critical, such as legal or medical documents.

7. Machine Translation: This strategy involves using automated translation software or systems to generate translations. While machine translation has seen advancements, it may still lack accuracy and nuance, requiring human review and editing.

Translation text strategies are influenced by a variety of factors, including text type, purpose, target audience, and cultural considerations. Successful translation requires a deep understanding of the source and target languages, as well as cultural nuances. Translators must employ an appropriate strategy to ensure accurate, accurate and culturally appropriate translations that effectively convey a message intended for the target audience. Translators choose different strategies based on factors such as the purpose of the translation, the target audience, domain-specific knowledge, and the nature of the source text. The most effective strategy varies depending on the exact translation context and the desired results.

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