

PRACTICAL ANALYSIS OF POSSIBLE STRATEGIES FOR TRANSLATING SPECIAL CONCEPTS OF CULTURE

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ABSTRACT:

This article discusses a practical analysis of possible strategies for translating specific concepts of culture. In this process, the views of linguists and translators on the topic are presented and illustrated with examples. There is also an English translation of some cultural words found in Uzbek folk tales.

Keywords: hyperonym, hyponym, cultural substitution, plausible synonyms, approximate translation, culture-free word

INTRODUCTION:

Each language consists of hyponym words and its hyponyms. "The expression with the wider, less specific range of literal meaning is a hyponym of the one with the narrower and more specific literal meaning" [1; p92]. This means that there is one general word, as for example an ocean. As well, there are a couple of words that can be included in the general one, such as Atlantic, Pacific, RedSea etc. These words are hyponyms of the word ocean.

So, provided that a language lacks some of these hyponyms it is possible to use the general word in order to substitute the missing word. It is supposed that in this way target readers will comprehend the meaning [2; p26]. This strategy is often used when translating from Uzbek to English. Uzbek is generally a more specific language than English. For this reason, English as a nominal and less expressive language often lacks Uzbek hyponyms.

Some scholars refer to this strategy as to

chunking up. This description of this strategy is provided in the following citation. "A unit can be made bigger (chunking up) which means that as more comes into view so we move from the specific to the general, or from the part to the whole" [3; p199]. According to Katan this process means stepping from one level of language to another. What is more, it requires making associations and links between concepts [3; p200].

Hervey and Higgins claim that "in the absence of plausible synonyms, translating by a hyponym is standard practice and entirely unremarkable. Indeed, choosing a hyperonym or hyponym where a synonym does exist may actually be the mark of a good translation" [4; p94]. This statement proves that these two strategies are highly useful. On the other hand, it is important to be aware of the fact that such generalization often causes a partial loss of information [2; p41].

Particularization is a strategy contradictory to generalization. Thus, it means a use of a word with a narrower, more particular meaning. Therefore, it assumes the use of a hyponym as an alternative to the hyponym [1; p95].

We refer to this reversal operation as to chunking down. It is the step from the general to the specific:

An example of generalisation can be the Uzbek expression *alvasti* translated into English as a noonday witch. *Alvasti* is a mythological creature that is not known in England and that is why this special kind of creature is translated by the more general word *witch*. This is combined with adding guidance

because the adjective noonday is added in order to provide the typical characteristic of this kind of witch.

Translation by cultural substitution:

All languages have their own culture specific-expressions typically exclusive to themselves. Hence a culture-specific concept occurring in a source language can be replaced by a culture-specific concept typical for a target language. Even though a concept in the target language has a different propositional meaning, it has a similar impact on the reader as the original expression. It is a highly useful method in translating culture-specific concepts because the connotation and associations conveyed by a source text are preserved.

Substitution is usually used in contexts with general meaning [5; p114]. The specific element bearing a general meaning cannot be preserved. However, its sense can be conveyed to the target readers by substitution [5; p116].

E.g. The Koryo burial and a filial son

Koryo ko'milishi va haqiqiy o'g'li

An example of such cultural substitution can be the substitution of the *Koryo ko'milishi va haqiqiy o'g'li* by the English compound The Koryo burial and a filial son. Translation by cultural substitution helps the target audience to understand the concept and imagine the situation much better than the use of a loan word in this case. Newmark refers to this strategy as a cultural equivalent. He explains that "this is an approximate translation where SL cultural word is translated by a TL cultural word" [6; p83].

a. Functional equivalent:

Another substitution strategy is by functional equivalent. This strategy means the application of a culture-free word or a new specific term instead of a culture-specific expression. According to Newmark [7; p85], "this procedure, which is a cultural componential analysis, is the most accurate way of translating i.e. deculturalising a cultural word."

E.g. *Bir bor ekan bir yo'q ekan qadim zamonda bir sulton yashagan ekan.*

Sultonning go'zal qizi bor ekan.

Once upon a time there was a Sultan who had a beautiful daughter.

Here the Uzbek word 'Sulton' is substituted with functional equivalent 'sultan'

b. Shifts or transpositions:

This process means a change in grammar from SL to TL. The strategy may involve shifts in tenses, numbers or other categories. There can also occur the case that the grammatical category does not exist in the target language or it does not correspond with natural usage [6; p 85].

Uzbek: *Mushukvoy, sen baxtli yulduz ostida tug'ilgansan. Hayotning kayfini surib yashayapsan.*

English: *Oh, cat your were born under a lucky star. How you enjoy yourself!*

Synonymy:

Synonymy stands for the use of a near-synonym or a word with a very similar meaning as the word from the source language text. It is not a real equivalent, however, it is very close to it. Nevertheless, Newmark claims that "a synonym is only appropriate where literal translation is not possible and because the word is not important enough for componential analysis" [7; p84].

E,g *Ikki og'a-ini botirlarning sarguzashtlari*
A tale of two friends

CONCLUSION:

It is worth mentioning that in order to render common expressions, a great variety of translation strategies had to be employed, probably due to the fact that this category included an array of diverse cultural items: items of religion, festivities and celebrations, concepts, slogans and items of popular culture, units of measurement, etc. Prevailing translation strategies used to render common expressions were localization, literal translation, preservation and addition. Results indicate inconsistent use of translation strategies to treat homogenous items, outdated translation, as well as the lack of editing and proofreading, which has deteriorated the quality of translation. The inconsistent use of translation strategies might be attributed to the fact that the genre of popular science may be in some cases in between the academic and fictional genres, therefore different translation strategies might be applied to treat the same unit of translation.

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