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Translation methods as examples of titles of movies and books

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Abstract: Translation is a means of delivering the information from a language to another one. However it is not simple as it looks which requires a lot of effort to do. Nowadays there are plenty of problems of translation that are needed to be careful with. One of the most important of them is translation of titles of books or movies because titles are always the first thing that lures the customers and let them know about a new book or a movie. That is why translator must be very attentive during the translation of them. Huge number of products are translated into Uzbek from English every year, more and more product titles are introduced into Uzbek, some of them are well-done and others poorly done. It is important for a translator to choose the appropriate translation method based on the context, purpose, and audience of the translation project. Each method has its own advantages and disadvantages, and the translator must choose the method that best suits the specific requirements of the translation project. Therefore, in this article I would like to introduce those problems in translation of titles of both movies and books.

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Key words: Literal, Semantic, word-for-word, Adaptation

Introduction

The title is an identifying name given to a book, play, film, musical composition, or other work. It comes from old English "titul" – superscription, and from old French "title" – title; both from Latin "titulus" [James, 1999].

Cultural differences between source text viewers and target text viewers inevitably affect the translation of film titles, newspapers headings and books' names and "the extent to which a text is translatable varies with the degree to which it is embedded in its own specific culture, also with the distance that separates the cultural background of source text and target audience" (Snell-Hornby 1988: 41)

When it comes to translate the text there are several methods of translation that can be used in different situation.

1. Word-for-word translation

Linguists translate individual words according to their most literal meaning with little or no consideration of context. Because word-for-word doesn't take into account grammatical, semantic or cultural differences between languages, the original word order remains as is. Typically, word-for-word translation does not render quality translations (think machine translation), although the reader should

note that word-for-word works well on documents like medical research reports. Word-for-word translation, also known as literal translation, is a translation technique that focuses on translating individual words and phrases from one language to another without changing the word order, syntax, or grammar. In word-for-word translation, the translator attempts to match each word in the source language with a corresponding word in the target language, in the same order, to create a translation that is as close to the original as possible.

Word-for-word translation is often used in language learning, where students may be asked to translate sentences or passages word-for-word to help them understand the structure and vocabulary of the language they are learning. However, word-for-word translation can also result in awkward, stilted translations that do not accurately convey the intended meaning of the original text.

Pros and Cons of Word-for-Word Translation

Like any translation technique, word-for-word translation has its pros and cons. Here are some of the advantages and disadvantages of word-for-word translation:

Advantages:

It can help learners of a new language understand sentence structure and vocabulary.

It can provide a literal translation of a text, which can be useful in certain situations where a more nuanced translation is not required.

It can be quicker and more cost-effective than other translation techniques, particularly when using machine translation tools. For example “Avengers – Qasoskorlar”

Disadvantages:

Word-for-word translations can be awkward and stilted, as the grammar and syntax of the target language may differ from that of the source language.

Word-for-word translations do not always accurately convey the intended meaning of the original text, particularly when dealing with idiomatic expressions, cultural references, and other nuances of language. We can take “Jems Bond: Live and let die” as an example if it is translated into Russian like “живи и дай умереть” it can be useable. However if it is translated into Uzbek it can not convey the meaning and translator have to choose another title concluding from the book.

Word-for-word translations may not take into account differences in word meanings, such as differences in connotation, tone, and register.

Overall, while word-for-word translation has its uses, it is generally not the preferred translation technique for most professional translations, particularly for texts that require a high degree of accuracy and precision. Instead, other techniques such as semantic translation or cultural translation may be more appropriate for conveying the intended meaning of the original text in a way that is culturally and linguistically appropriate for the target audience

This method usually works if both target and native language are in the same family tree, like English to Russian: “Live and let die - живи и дай умереть”,

2. Literal translation

When it comes to literal translation, linguists translate grammatical structures of source text into close equivalents in the target language. In this case, words are translated without paying attention to connotations between them. Contrary to the word-for-word method, literal translation focuses on context and strives to find metaphorical equivalents in the target language.

This way of translation can be used if there is proper meaning for words. “the Sorcerer’s Stone – Sehgarglar toshi” as it is seen there is little change when it is translated like grammar and meaning. If it is translated by a means of word for word translation it can be translated as “Sehrgarning toshi”. In that case it sounds strange and can be inappropriate for the book.

3. Communicative translation

Reflecting the exact contextual meaning of the source text into the target language defines communicative translation. Readers receive a fully understandable, acceptable message. Communicative translation takes into account context, culture, grammar, and semantics, thus preferred by many specialists. Although it’s not always the most technically accurate option, it communicates meaning in a natural way and is frequently used when translating text that contains culture-specific idioms, proverbs or word play.

From the perspective of Peter Newmark, “the argument was theoretical: the purpose of the translation, the nature of the readership, the type of text, was not discussed.”, and there should not be one suitable method for all types of text analysis. Hence, He began to write some specialized essays and works on translation. On the basis of abundant translation practice and teaching experience, his translation theory began to take shape. In 1981, his first representative works, *Approaches to Translation* was published and immediately gained wide attention, in which *Semantic Translation* and *Communicative Translation*, as well as text typology was elaborated in detail. He pointed out: “semantic translation is for ‘expressive’ texts, communicative for ‘vocative’ texts” and the translator should take the translator’s purpose, the nature of readership and text typology into account”. What’s more, Newmark took a unique perspective on the study of translation and his translation theory has its own distinctive characteristics.

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“Communicative Translation attempts to produce on its readers an effect as close as possible to that obtained on the readers of the original”(Newmark 2001)

4. Semantic translation

In a semantic translation scenario, one strives to convey the syntactic and semantic structures of the source language in the target language. This method most closely reproduces the original text in a foreign language, while maintaining context and culture. At the same time, semantic translation puts greater emphasis on the aesthetic value of the source text, is more flexible, and gives the translator more freedom for creativity. Semantic translation is the process of translating a text or speech from one language to another while preserving the meaning and intent of the original message. Unlike literal translation, which focuses solely on the words and grammar of a sentence, semantic translation takes into account the context, culture, and nuances of language to accurately convey the intended message.

One of the key challenges in semantic translation is the ambiguity of language. Words and phrases often have multiple meanings and can be interpreted differently depending on the context. Semantic translation requires the translator to understand the meaning behind the words and use their knowledge of the target language to convey the same meaning in a different form.

Semantic translation is important for a variety of industries, including business, government, and academia. It is often used for translating legal documents, technical manuals, and marketing materials.

Techniques for Semantic Translation

There are several techniques used in semantic translation to ensure accuracy and precision in conveying the intended meaning of the original text.

Contextualization: This involves taking into account the context of the text being translated. Understanding the broader context of a message can help a translator identify idiomatic expressions, cultural references, and other nuances that might not be immediately apparent from the text itself.

Syntactic Analysis: This involves breaking down the sentence structure of the original text and understanding the relationships between words and phrases. This can help a translator accurately convey the intended meaning of the original text, even if the grammar and syntax of the two languages are different.

Semantic Analysis: This involves analyzing the meaning of individual words and phrases and understanding how they relate to each other in the context of the text. This can help a translator identify and resolve any ambiguities or inconsistencies in the original text.

Machine Translation: Advances in machine learning and natural language processing have led to the development of sophisticated machine translation tools. These tools can help automate the semantic translation process, although they are not always accurate and may require human input to ensure precision and accuracy.

By employing these techniques, semantic translation can be a powerful tool for breaking down language barriers and facilitating communication between people and cultures

“The Italian Job – Italyancha o’g’rilik”. The translator could have used word for word method like “Italyancha ish” but in that case costumers could get different idea about the film.

5. Adaptation

Adaptation uses modification or even total rewriting of source text language to find equivalents in the target language, while conveying the same message as the original content. Often referred to as *transcreation*, specialized linguists can assist when presenting messaging or ideas in ways totally different from the source content to the intended public.

“There will be blood” – if it is translated directly into uzbek it sounds strange and means nothing. So in order to give better idea about the film we can give translation like – “Neft”. Because the movie is all about the oil and “neft” can be best choice to give.

Some of them can be used in title translation, according to the situation. In most cases translators use literal translation if it has proper equivalent in the language. Otherwise they translate titles with other methods like indirect methods.

Let us see some examples

“Avengers in English - Qasoskorlar in uzbek” or the book named “James Bond: Casino Royal – Jeyms Bond: Royal Kasinosi”; we can take these above as examples of literal translation. However I should mention that translators sometimes come across translating titles that sounds strange in the translated language even though it has equivalent. “The Silence of the Lambs” - “Qo’zichoqlar sukunati” (Word-for-word translation) In this example, the translator has translated each word of the title into Uzbek without considering the context and cultural differences between the source language and the target language. As a result, the Uzbek title does not convey the same connotation and does not sound natural to native Uzbek speakers.

“The Girl with the Dragon Tattoo” - “Yolg’iz Qiz” (Literal translation) In this example, the translator has translated the words in the title into Uzbek without

paying attention to their connotations. As a result, the Uzbek title does not convey the same meaning and fails to capture the essence of the book or movie.

"The Hunger Games" - "Ochlik O'yinlar"

"(Communicative translation) In this example, the translator has used a communicative translation method to convey the meaning and context of the title into Uzbek. The Uzbek title accurately reflects the concept of the book and is understandable to native Uzbek speakers.

"The Great Gatsby" - "Buyuk Gatsby" (Semantic translation) In this example, the translator has used a semantic translation method to convey the syntax and semantic structures of the title into Uzbek while maintaining context and culture. The Uzbek title accurately reflects the original text and captures the aesthetic value of the book.

"The Lion King" - "Sheryurak Qirol" (Adaptation) In this example, the translator has used an adaptation method to rewrite the title in Uzbek to find an equivalent that conveys the same message as the original content. The Uzbek title accurately reflects the idea and theme of the movie, while using a different phrase that is familiar and appealing to Uzbek culture.

Conclusion

In conclusion, translating titles of movies and books is an important and challenging task for translators. They must carefully consider the context, connotation, culture, and intended audience of the title to produce an accurate and appealing translation. Using different translation methods, such as word-for-word, literal, communicative, semantic, and adaptation, can help translators achieve the best result in conveying the essence of the original content while appealing to the target audience. It is evident that lingua-culture background does play an important role in the translation of film titles and publicistic headlines as it does the commercial component. In order to translate the title of any film or book properly, it is suggested that translator must have knowledge about them. It is clear that some titles can be changed according to the situation. This could be because if they are translated directly reader misunderstand the book.

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