

## COGNITIVE LINGUISTICS AND THEORETICAL PROBLEMS OF TRANSLATION

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**Annotation.** Nowadays, a new linguocognitive approach is laying its foundation in the field of translation studies, and it is widely applied to the science. Linguistics of translation, which is considered a new direction of comparative linguistics, studies the activity of the translator in the translation of the original text. Linguocognitology of translation is not only cognitive sciences, but also closely related to linguoculturology, which studies the social character of language and its role in the life of society. The aim of this article is to showcase cognitive linguistics, theoretical problems of translation and development of modern translation theory and directions in it, basic principles of translation, ways of solving translation problems in the linguistic point of view.

**Key words:** linguocognitive approach, linguoculturology, theoretical problems of translation, linguists, philosophers, psychologists and ethnologists, creation of translational cognitology, national character and mentality, consciousness, communication, speech, psyche, culture, ethnos, inter-linguistic and inter-cultural communication.

At the beginning of the 21<sup>st</sup> century, the focus of linguistic research was on the interaction of language with other objects, including phenomena such as consciousness, communication, speech, psyche, culture, ethnos. The issue of the human factor (anthropocentrism) took a central place in the center of the further development of science, and scientific research related to the study of the human personality, its emotions, consciousness and thinking was put on the agenda of the intersection of the above-mentioned sciences before linguists, philosophers, psychologists and ethnologists. The emergence of extensive branches of language in science created the basis for the creation of translational cognitology, which is inextricably linked with linguistics. Along with the study of the human factor, translational linguistic culture reflects the philosophical, linguistic, and mental models of the objective being and the conceptual landscape of the world that has become its component, the secular image, the secular model, the conceptual system, the individual cognitive system, the secular landscape of the national language, and the human cognitive infrastructure. The works on the formation of national character and mentality, the world view of the national language and its components, as well as the study of linguistic and cultural problems. The fundamental research carried out by

scientists in the field of translation represents the development of this scientific direction with the active participation of translation in the process of inter-linguistic and inter-cultural communication and its close connection with the intellectual activity of the language. Considering translation as a dialogue between representatives of two or more national cultures, the transfer of ethnocultural information, which is considered an important component of communication in the translation process, and the research of achieving a perfectly adequate translation as a result, are transverse. Linguistics of translation - as a developing branch of translation practice and theory, together with cognitology, psycholinguistics and linguoculturology, is of particular importance as a modern stage of the development of language as a science.

Linguistics of translation focuses on the practical and theoretical aspects of determining the mechanisms of the formation of speech, the connection between language and thinking, the process of translation as an intercultural communication. Linguistics of translation is formed as a result of anthropocentrism based on historical factors and the development of modern translation theory and directions in it. Linguistics of translation includes the following basic principles;

1. Translation linguocognitology, as a part of cognitive sciences, considers learning as an integral part of human knowledge, and not as an autonomous module of knowledge about language;

2. Translation as a cognitive process reflects a complex intellectual activity. Researches translation as a multifaceted process that plays an important role in the translator's work;

3. Studying the language as a whole organism that grows and develops, it reflects the components of extralinguistics of a psychological and cultural nature, which are important in the process of translation;

4. Linguistics of translation does not approach the problems of polysemy in an invariant direction, it requires a new approach to the problems of equivalence and adequacy of translation;

5. Pays particular attention to the visual means of language as an important source of a person's thinking activity, with the figurative reflection of the surrounding reality, the individual - the author aims to create a worldly landscape of the language in the images;

6. Researches the impact of national-cultural factors on the author's work and its translation, and as a result considers the study of translation as a "dialogue between national cultures";

7. Linguistics of translation aims to study translation as a multidisciplinary and comprehensive module, as well as translation as a complex linguological activity.

Linguistics of translation provides new impulses for comparison of original and translated texts, creates cognitive mechanisms of translation activity. Defines

successful translation strategies, looks for ways to eliminate ambiguities in translation, studies national linguistic and cultural systems and their differences and similarities.

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