

THE BASIC PRINCIPLES OF TRANSLATION

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Abstract: Principle of translation between languages, the best summary and summary is the three-character motto: “faithfulness, expressiveness, elegance.” Simply put, the content of a translation work is faithful to the original text, which is called “faithfulness”, and the diction is smooth and smooth, which is called “expression”. Literary talent is called “elegance”.

Keywords: faithfulness, expression, meaning, register, idiom, form, style and clarity, serious translation, high-quality translation.

There are some general translation principles which are relevant to all types of translation.

1) Meaning :

The translation should reflect accurately the meaning of the original text. Nothing should be arbitrarily added or removed, though occasionally part of the meaning can be transposed.

2) Form :

The ordering of words and ideas in the translation should match the original as closely as possible. This is particularly important in translating legal documents, guarantees, contracts, etc. But differences in language structure often require changes in the form and order of words. When in doubt, underline in the original text the words on which the main stress falls.

3) Register :

Languages often differ greatly in their levels of formality in a given context, for example, the business letter. To resolve these differences, the translator must distinguish between formal or fixed expressions and personal expressions, in which the writer or speaker sets the tone.

4) Source language influence :

One of the most frequent criticism of translation is that it does not sound natural. This is because the translator's thoughts and choice of words are too strongly moulded by the original text. A good way of shaking off the source language influence is to set the text aside and translate a few sentences aloud, from memory. This will suggest

natural patterns of thought in the first language, which may not come to mind when the eye is fixed on the source language text.

5) Style and clarity :

The translator should not change the style of the original. But if the text is sloppily written, or full of tedious repetitions, the translator may, for the reader's sake, correct the defects.

6) Idiom :

Idiomatic expressions are notoriously untranslatable. These include similes, metaphors, proverbs and sayings, jargon, slang, and colloquialisms and (in English) phrasal verbs. If the expressions cannot be directly translated, try any of the following :

- a. retain the original word, in inverted commas.
- b. retain the original expression, with a literal explanation in brackets.
- c. use a close equivalent.
- d. use a non-idiomatic or plain prose translation.

The golden rule is : if the idiom does not work in the L1, do not force it into the translation

Translation of literary texts includes:

- literary translation of books, articles, stories and other types of prose,
- literary translation of poetry,
- translation of advertising materials
- translation of other texts that requires a creative and flexible approach.

Translation of literature is fundamentally different from other categories. This is because the main principle of literary translation is the dominance of poetic communicative function. It means that in addition to rendering information to the reader, literary translation also has aesthetic functions. The artistic image created in the particular literary work (be it the image of a character or nature) will certainly have an impact on the reader. For this reason the literary translator should take into account specific features of the text. It is the poetic focus of the text that makes this type of translation different from, say, texts of an informative type. When reading a story, poem or any other type of literary work translated from a foreign language, we perceive the text itself with its meaning, emotions and characters. It is quite a challenging task to achieve the main goal of the translation – creating a particular image for the reader. Therefore, literary translation might involve some deviations from the standard rules. A literal translation cannot reflect the depth and meaning of the literary work. A literary translator reproduces a non-literal rendition of the original text. It is all about how the translator perceives it. He/she rewrites the text from the beginning to the very end. This applies, for example, when an obvious expression is replaced by synonyms or the structure of sentences is changed.

Artistic translations play an important role in our translation agency because our approach to the source information allows us to provide the best quality of the rendered poetic text. Work is done by a concrete algorithm. The translator reads the text through, then allocates individual terms, divides the text into logical sections and translates these sections one by one. In addition, we pay great attention to the stylistic translation. The translated text is processed in several stages.

Literary translation requires a lot of skill. We should not forget that the translation of a book or a poem, perhaps, will be read by thousands of readers. This means that the text needs to be adequate and moreover – we need to focus on the fact that the translated document should create the same image as the original. Perfectly executed work often makes the translator famous. The guild of masters of literary translation determines the best translators of the year.

POLYGLOT translation company will take on any kind of literary translation, whether literary translation of songs, poetry or prose with great pleasure and inspiration. We do this not only to provide a good translation of the provided materials, but also to style it for the particular country where the translated material is to be published. For this purpose we cooperate with many linguists throughout the world, who are native speakers of the target languages.

10 principles for great translations

1. Don't translate literally

You know more than anyone about what works best for your own language — and what doesn't.

The English version is a reference, a starting point, but at the end of the day you are aiming for natural language. The best translations are the ones that don't sound like translations.

2. Keep an eagle's eye on typos which may creep in

If you are not able to fix anything or if you find issues in the English copy, please report it!

3. Make sure the translations are consistent at all times, across all platforms

Don't translate "Bookmarks" one way and have your translation buddy (or yourself, for that matter) using a completely different word somewhere else. We don't want confused users!

4. Use Consistent capitalisation

Remember, you don't need to use the exact same capitalisation that's in the English copy. Check what the convention is for your language.

5. Opt for the most often-used and natural expressions

We're all guilty of this every once in a while. Sometimes when thinking in two languages at the same time, you'll come up with some bits that are not necessarily wrong, but are just not the exact language people use.

Course correcting to natural expressions has two benefits: people resonate with the copy better (“Don’t make them think”), and SEO will be stronger.

6. Please don’t overuse ‘please’

The English language uses ‘please’ a lot; using the same ‘please’ density when translating to other languages might sound weird. Keep this in mind, and make some adjustments as you go along.

7. Develop and protect the company’s tone of voice

You know how some bands have their own sound, or when you are reading something and there is something pleasantly distinctive about that author? We aim for that as well.

The tone can vary a bit among languages (for instance, more playful in English, a hint of sarcasm in Portuguese...), but never within the same language.

8. Translate culturally

This is a subset of #1 — Don’t translate literally.

The smallest details change when crossing a border. Remember these details, and translate not only words, but the idea behind them. A “bar” doesn’t have the same connotation everywhere. There’s no use in beautifully crafting a sentence that mentions “make the food less spicy” if that’s a rare utterance in your country.

9. If it does not fit, change it

When translating microcopy, you’ll have limited space—especially on mobile platforms. If you find truncated text, try to think of ways to shorten it.

10. Be critical

Do you have a better suggestion for the content? Would a different design work better in your country? Let us know!

We’ll never completely know all design and language constraints for each market—we trust you to teach us and give us feedback if we miss something

Giving Meaning to Translation

Naturally, the end goal of any translation, amateur or professional, is to transfer the original meaning to the target language as best possible for the reader. Therefore, what you need to do now is to turn the meaning of the original text into a text in the target language. On the face of it, once more, this looks like a simple task for a translator with a good command of, say, Hebrew, and all that is needed is to change each word in English or French to the corresponding word in Hebrew. However, in practice, in order to achieve a high-quality translation, you must take a wide variety of variables into consideration. For instance, you may be required to provide highly precise translations of professional terms, meaning that you must be familiar with medical, technical or other terminology common in Hebrew. On the other hand, the goal may not be to transfer the text from language to language in a precise manner, but rather to give the text an authentic appearance, as if it had been originally written in

Hebrew. Furthermore, you must remember that a good translator does not stop at providing linguistic meaning, but also takes into consideration the cultural gaps between areas and countries, and gives expression to this in the text. Indeed, serious professional translation is not a simple task, and it involves much forethought and consideration of a wide variety of factors. At the same time, studying and effort undoubtedly result in better and more efficient work, and there's no reason you won't be able, with time, to become a professional translator.

Serious and High-Quality Translation

It's true that a beginning translator can reasonably deal with simple texts, and transfer their basic meaning from one language to another. However, when dealing with a complex text or one that needs to be of a higher quality, it's best that you come to Hever Translations for translation services.

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