

FEATURES OF TRANSLATION OF MOVIE TITLE FROM ENGLISH TO
UZBEK

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Abstract: The relevance of the research topic can be explained as follows: seeking to learn about the culture of another country, we turn to the field of art. Art is reflected in performances, dances and songs, as well as in films. Therefore, we decided to consider the most relevant branch of art at the moment - cinematography.

The aim of the work is to identify the specifics of the translation of English-language movie titles into Uzbek.

The setting of such a goal determined **the objectives of the study:**

1. To study the theoretical material of a linguistic nature on issues related to the translation of titles of English-language films into Uzbek;
2. Identify the main approaches to the translation of film titles from English into Uzbek, determine the reason for choosing this title;
3. Develop recommendations for choosing the most accurate system of rules and techniques that a translator should be guided by when working with a title.

Scientific novelty The study consists in a comparative analysis of film titles, a description of the transformations carried out and an analysis of the most common strategies used in translation.

Now cinema is one of the most sought-after areas of our lives. The popularity of a film often depends largely on its title, because a spectacular title is much easier to attract the viewer than a description of the content of this film. The viewer determines his attitude to the film by the title, decides whether it is worth watching. For our research, we considered several films translated according to the criteria "person", "event", "space", "time".

The first film we watched was Gandhi (1982), the title of this film is translated by the central category "man", this category is the most popular. We also analyzed the titles of other films that are translated according to the same principle of "man", and in the survey, the titles of this category became the most understandable titles. The films we have reviewed from the category of translation "human": Swindlers Dick and Jane - (original Fun with Dick and Jane , 2005); Sherlock Holmes - (original. Sherlock Holmes , 2009); Big Stan (original Big Stan , 2007); Alexander - (original Alexander , 2004); Prometheus - (original Prometheus , 2012).

The titles of the following films that we analyzed were translated according to the criteria "event" and "space". The peculiarity of the translation of these films is that they convey a specific situation taking place in the film, therefore it will be easier for viewers to determine the subject of the films. We want to present a few films that we have watched, all of them translated according to the criterion "event" and "space": Invasion: Battle for Paradise (original Tomorrow When the War Began , 2010); Underworld: Awakening - (original Underworld: Awakening, 2012); Journey 2: mysterious island - (original . Journey 2 : The Mysterious Island, 2012). We noticed that mostly films with space-event titles are fantasy , mystic or horror films.

Third on our list are movie titles translated using the "subjects" principle. Everything in our world consists of objects, so there are a lot of movie titles with "objects". We reviewed some, such as: Mask - (original The Mask , 1994); Mirrors - (original Mirrors , 2008); Fountain - (original The Fountain , 2006); Taxi - (original

Taxi). We noticed that films in this category are characterized by different genres, that is, from comedy to horror films.

A common category for movie titles is the "time" category. We have considered films with the specifics of translation according to this criterion: The day after tomorrow - (The day after Tomorrow , 2004); Time - (Time , 2011). When considering these films, we came to the conclusion that if there is time in the title of the film, then it will play an important role in the film, time can help or, on the contrary, harm the main character of the film.

We also reviewed several films and divided them into groups. The distribution was carried out by analyzing the translation of films and comparing Uzbek-language and English-language titles. So, we noticed that many translators, when translating movie titles, use literal translation, not paying any attention to the plot and genre of the film. We called this group "literal translation". For example, a painting (Ali G Indahouse) (original) - we found such examples of translation: "Ali G is Homeless" or "Ali G rules the parliament", although it should be "Ali G rules". Note, during our survey, many participants translated all the names verbatim, namely 56.3% of the respondents. Therefore, we can conclude that without knowing the essence of the film, it is impossible to make a correct and adequate translation of the title of the picture!

There is also a way to "simplify" and vice versa "complication" of names. So, for example, the "simplification" method: "We All Get Crazy Sometimes "- and it is translated like this " Psycho ", of course the essence does not change, but as we notice the reduction in words has happened tremendously.

The next method on the list is "Complications". For example: " Hitch " (original), the translation into the Uzbek-speaking audience appeared in a more complicated form and it sounds like this: "Removal rules: Hitch method ". Next on our list is the "commercial method", that is, the goal is to attract more viewers through the name in this way, the translator's imagination has no limits. For example: " Blue Streak " (original) - "Diamond Cop", " Tower Heist " (original) - "How to Steal a Skyscraper", " Did you heard about the Morgans " (original) - "The Morgans are

on the run" or "The heartbreak Kid" (original) - "The Girl of My Nightmares", also "Something's gotta Give" (original) "Love with and without rules".

And now we would like to present our opinion on the translations of the names of the masterpieces of cinema from English into Uzbek. In our opinion, the translation of film titles will be most effective if we compare the plot of the film. Correctly translate from the original title and look for synonyms or phrases that are more suitable for the film itself. At the same time, it should be borne in mind that the name of the film should first of all lure the audience, as well as notify the audience through the title, about the genre of the film and its plot. So, we thought and bring to your attention several criteria by which the titles of films should be translated:

1. Taking into account the plot of the film.
2. Correct translation from the original language and substitution of the most appropriate translation.
3. A selection of synonyms or phrases that open the curtain on the film's plot.
4. Individuality, relevance of the name.

We have selected several films that fit the criteria we have specified:

Beauty - (original American Beauty, 1999):

Full match of the plot and the title, both the original title and the title for the Uzbek-speaking audience.

translation : American Beauty - American beauty; American beauty; American charms; American beauty; American beauty.

In this case, the translators found synonyms for the word "American" and found a better word for the picture "American"

This criterion follows from the previous one. Already the phrase "American" is relevant, which means it will be interesting for the audience.

Next movie :

Ghost Town - (original City of ghosts, 2002).

Themes and scenes match the title of the film.

translation : Ghost (s):, ghost, spirit, soul, apparition, shadow.

City : city, big city.

That is, we get: Ghost Town; Big city of spirits; City of ghosts.

In this film, having found a more interesting synonym for the word "ghost" - "ghost", the translators received the "city of ghosts".

The name "city of ghosts" will be very interesting for horror lovers. Thus, this is already attracting the public.

In the course of the study, we came to the following **conclusions**: the adequacy of the translation of movie titles from English into Uzbek has a significant goal, which is the correct presentation of the culture of another country, reflected through the movie. The choice of the most accurately composed translation strategy entails further correct understanding of the meaning of the title and the entire film by the audience, which also plays a significant role in understanding the culture as a whole.

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