Xulosa o'rnida aytish joizki, medialingvistika tilshunoslikning yangi tarmog'i bo'lishiga qaramasdan, allaqachon o'zining o'rganish obyekti, subyektiga va shubhasiz katta foydalanuvchilar auditoriyasiga ega. Hozirgi texnologiya, media va kommunikatsiyalar zamonida medialingvistika o'rganilish, tahlil va hayotga tadbiq etish haligacha dolzarbligi bo'yicha qolmoqda.

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TRANSLATION CHALLENGES OF MEDIA TEXTS: A COMPREHENSIVE ANALYSIS

Gulshoda ISMOILOVA
Phd student of UzSWLU

Annotation. *This article explores the myriad challenges faced in translating media texts, ranging from linguistic and cultural differences to technological and contextual*

issues. It provides insights into the complexities of translating various media formats, such as news articles, film scripts, and social media content. By examining these challenges and proposing strategies to address them, the article aims to enhance understanding and practice in the field of media translation.

Key words: *Translation challenges, media texts, linguistic differences, cultural references, idiomatic expressions, humor, satire, multimedia integration, trans-creation, localization.*

Introduction. In an increasingly globalized world, the translation of media texts has become essential for cross-cultural communication. Media texts, including news articles, television scripts, movies, social media content, and advertisements, are consumed worldwide, necessitating accurate and culturally sensitive translations. This article delves into the various challenges encountered in translating media texts and discusses potential strategies to overcome these obstacles.

Discussion.

Linguistic Challenges. Lexical and Syntactic Differences

Languages differ significantly in their lexical and syntactic structures. For instance, English follows a Subject-Verb-Object (SVO) order, while Uzbek uses a Subject-Object-Verb (SOV) structure. These differences can complicate translation, requiring the translator to reconstruct sentences to preserve meaning.

Idiomatic Expressions

Idiomatic expressions often lack direct equivalents in other languages. Translators must find culturally appropriate expressions or use descriptive translations to convey the same meaning. For example, the English idiom "kick the bucket" meaning to die, cannot be translated literally into many languages.

1. Cultural Challenges

Cultural References and Context

Media texts are rich with cultural references, including historical events, pop culture, and societal norms. Translators need a deep understanding of both source and target cultures to accurately translate these references. For example, "The American

Dream" might need to be explained or replaced with a relevant concept in another culture.

Humor and Satire

Humor and satire are deeply rooted in cultural context and often rely on wordplay and cultural stereotypes. Translators must creatively adapt these elements to preserve the humor and avoid offending the target audience.

2. Contextual Challenges

Genre-Specific Conventions

Different media genres have distinct conventions. News articles emphasize clarity and objectivity, while film dialogues may use colloquial language and regional dialects. Translators must understand these conventions to produce effective translations.

Temporal Relevance

Media texts often reference current events, trends, or technologies. Translating such content requires promptness and an understanding of the current context in both cultures. Delayed translations can make the content outdated or irrelevant.

3. Technological and Evolutionary Challenges

Neologisms and Slang

Language in media evolves rapidly, especially on social media platforms, introducing new words and slang. Translators must stay updated with these changes to ensure accurate and relevant translations.

Multimedia Integration

Modern media often integrates videos, images, and hyperlinks. Translating these texts requires an understanding of multimedia content and how it interacts with the written word. Translations should ensure that multimedia elements remain coherent and contextually appropriate.

Conclusion. Translating media texts is a complex task that involves navigating linguistic, cultural, contextual, and technological challenges. By understanding these challenges and employing strategies such as trans-creation, localization, and continuous learning, translators can enhance the accuracy and cultural relevance of their work. As

media continues to evolve, translators must adapt to ensure that media content remains accessible and engaging for global audiences.

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LITERARY TRANSLATION AND COMMUNICATION

Marjona ABABAKIROVA
O'zbekiston davlat jahon tillari universiteti talabasi

Abstract. *This paper investigates the complex link that exists between communication and literary translation in the context of cross-cultural engagement. Literary translation is an intricate act of communication that entails a profound comprehension and transmission of cultural nuances, authorial intent, and aesthetic values. It goes beyond the simple translation of a text from one language to another. We investigate the role of the communicator-the translator-in bridging cultural gaps and enabling a deeper knowledge of the source text by examining a variety of literary works translated across disparate linguistic environments. The paper also explores the difficulties caused by idiomatic phrases, cultural allusions, and language structures that are frequently deeply ingrained and not easily transferable. By comparing and contrasting source texts with their translations, we may talk about the methods translators use to keep the literary work's integrity, style, and reception in the target language. We contend that literary translation is an artistic process that calls for critical thought, imagination, and cultural awareness. The article's conclusion offers some reflections on how literary translation affects cross-border human experience sharing and global communication.*

Key words: literary translation, intercultural communication, linguistic transfer, cultural nuance, translator as communicator.

It has long been acknowledged that literary translation is a specialist area of study that goes beyond simple word translation from one language to another. It is an intricate type of cross-cultural communication that demands a deep understanding of the target