

# Analysis of Translation of English Advertising Texts into Uzbek

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## ABSTRACT

This article is dedicated to the analysis of Translation of English Advertising Texts into Uzbek

Study could help Uzbek learners of English and Uzbek have useful and significant knowledge of translation English Advertising Texts effectively and naturally in their learning process as well as in their daily life.

**KEYWORDS:** national-cultural specifics, phraseological units, interactive learning modern linguistics, extralinguistic factors, the lack of correspondences.

## Introduction

Advertising is a special form of communication, which justifies the use of the term "advertising communications". Advertising information can be considered: as mass information, as an economic tool, as a psychological impact, as a culture or even art.

Translation of an advertising slogan is a difficult task, requiring compulsory adaptation of the text to the socio-cultural characteristics of the audience. Adapting an advertising slogan is not only a translation of words, but also a translation of ideas. In order not to lose the marketing content of the slogan, and also to preserve originality, one should not translate, but retell the slogan that speaks another language.

It is necessary to interpret the content of the slogan, and not to copy it. At the same time, some of the advertising slogans can be successfully transferred to Uzbek with the help of traditional methods of translation, in particular, lexical and grammatical translation transformations.

The lexical transformations include: Transcription and transliteration; calquing; lexical and semantic substitutions; specification; generalization; modulation or semantic development.

Grammatical transformations: Syntactic comparison; the division of the sentence; the consolidation of proposals; purely grammatical substitutions; antonymic translation; explication or descriptive translation; compensation.

In order to translate correctly, translator should take into account such stylistic features of advertising texts as the creation of imagery and impressiveness for the formation of a more memorable image. The choice of method or method of transfer depends on many factors. This is the nature of the translated text, and the audience of the consumer of promotional products, and the peculiarities of the psychology of the translator, his\her adherence to a certain literary tradition. Everything depends on each case, in this case on the context.

For all five main symptoms from colds and flu nothing is more effective. Covoniaaaaa. Feel it working.	Shamollash va grippning besh asosiy belgilariga qarshi faqatgina bir chora mavjud. Covoniaaaaa. Amalda buni ko'ring.
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## Analysis

Advertisement of the drug against the flu and colds. The main feature of this advertising text is the name of the product itself, more precisely as it is presented. Phonetic repetition - lengthening the vowel "a" in the word "Covoniaaaaa" attracts attention. The translation fully conveys this feature in lengthening this same vowel sound. Also we see the reception of modulation in the slogan - the reason is replaced by a consequence. The effectiveness of advertising is achieved through the expressive reception of a phonetic reception, which gives the advertised product strength, power and the ability to conquer everything, which is the main task of the producers.

The responsive touch-screen on a new Blackberry Storm vodafone. An incredible power is in your hands. Vodafone. Make the most of now.	Yangi Vodafone Blackberry Storm telefonining nozik sensorli ekrani. Mislisiz kuch sizning qo'lingizda. Vodafone. Bugungi imkoniyatni qo'ldan boy berma.
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## Analysis

Advertisement of the mobile phone vodafone of the company Blackberry Storm. The transfer of the main text is carried out by means of a direct translation. It uses a stylistic device - an epithet with elements of hyperbole - "an incredible power" - "mislisiz kuch"

Hyperbola is a strong expressive technique, which has an effective effect on the viewer. This feature was fully conveyed in translation - "incredible power". Interest is represented by the slogan of the advertising text, which has many Uzbek correspondences: "Vaqtini boy berma", "Bugungi kun yutug'i", "Vaqt bilan hamohang bo'l".

However, we found the most optimal option " Bugungi imkoniyatni qo'ldan boy berma." The translation used the method of generalization. There is a motivation for action, which is often used in advertising texts to attract attention; also, an unusual combination of words, which increases the impact on the mass audience.

It's a little thing in life that can make a difference. They might be unexpected; they might be your choice...like drinking Danone Actimel every day. Danone Actimel - A little every	Hayotimiz kichik lahzalardan iborat. Ba'zan ular kutilmagan hollar bo'lib, ba'zan biz o'zimiz ajoyib lahzalarni yaratamiz ... Masalan, har kuni Danone dan Actimel. Bir oz Danone Actimel kun
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day goes a long - long way.	davomida sizga kuchva a'lo kayfiyat bag'ishlaydi
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### Analysis

The advertisement of text of Actimel drinking yogurt from Danone. The entire advertising is based on the antithesis: the little things of life and their significance, scale are contrasted. The first sentence in the main text has undergone a complete transformation. The English version of "make a difference" is replaced by the more general word "consists", also the redistribution of the seminal composition: the word "life" comes out on top and becomes subject, and not an addition, as in the original text.

Despite the complete transformation, the meaning of the phrase is preserved; moreover, it has become capacious and memorable. The structure of the slogan was not preserved in the Uzbek language version. We deployed it to a descriptive translation. The fact is that Danone supports the promotion of a healthy lifestyle, and its idea, expressed in the slogan, is that if you drink Actimel yogurt even little by little every day, your body will become more enduring. In our culture there is no generally accepted translation of this slogan, which, by the way, is a stable metaphorical expression, so we used a descriptive translation.

**The effectiveness of advertising** depends on many factors. Some of them are in the power of the creator of the advertisement, others are not, and decisions on them cannot be changed, but must take them into account. Advertising as a whole achieves the best results when there is a set of correct decisions: when a quality advertising message is delivered to the target audience using the most appropriate advertising medium, when the necessary advertising size and the most favorable time of its placement are chosen and when the optimal frequency of placement is calculated. Each unaccounted factor can affect the effectiveness in the most negative way.

Among these factors the process of translation plays one of the most important roles. The effectiveness of advertising depends on the correct translation of terminology, the correct choice of words. Like other spheres the advertisement has specific words as well.

For example: the word *Minute* means *Batafsil ma'lumot* in the sphere of advertisement.

If we consider the word *Mijoz*, it has different forms in English such as

**Advertising - reklama agentligi mijoz, reklama buyurtma qiluvchi**

**Dormant - sust mijoz**

**Major - asosiy mijoz**

**Marginal - ikkinchi darajali mijoz**

**National - milliy miqyosda mijozlar**

**Regular - doimiy mijoz**

All advertising texts consist of many elements or components. These elements can be mixed, enlarged, reduced, swapped, changed or removed until a new look or new approach is obtained. To discuss the advertising text, it is necessary to correctly understand the purpose and capabilities of these elements.

The key elements of the printed announcement are the title, visual aids, headings, main text, subheadings, inserts and frames, slogans, logos, seals and autographs.

Advertising - one of the most effective means of communication consequently, the advertising text should be viewed in terms of its communicative value.

When translating advertising texts into another language, one should take into account the ethical, psychological and psychographic (personal) characteristics of the audience and consumer, the specifics and culture of the country for which this text is intended.

**Window-dresser- vitrina bezakchisi**

**Window bill - vitrinadagi reklama**

**Window display - vitrinada tovar namoyishi**

**Window streamer- vitrina yorlig'i**

### Analysis

In translation of compound phrases above the Russian word "vitrina" was used. It is common borrowed term in the sphere of advertisement in Uzbek language. The words **dresser, bill, display and streamer** were translated from specific point of view, they are terms of advertisement. These words were translated via equivalence and meaning to meaning methods.

**Key - account manager - asosiy mijozlar bilan ish olib boruvchi menejer**

Descriptive, calque and meaning to meaning methods of translation were used in the translation. Account was translated as mijoz, this is special term; manager was translated according to transliteration.

**Jingle - musiqaviy reklama roligi**

Descriptive method was applied to. **Jingle** is special term in the sphere of press media advertisement.

**Subliminal advertising - yashirin reklama**

Meaning to meaning method was applied to.

Due to its ability to form a specific style of consumer society through vivid imagery and unusual advertising concepts is an integral part of culture, which makes it particularly attractive to study as part of a large number of sciences, including linguistics<sup>1</sup>

In linguistics, which distinguishes a specific language of advertising, fixing his place in the system of functional styles around since the sixties, close attention is paid to research and development of descriptive problems pragmatists advertising text, the disclosure of specific stylistic, structural and semantic features of the language of advertising on the level of the text.

However, being a complex and multifaceted phenomenon, advertising is also an object of studying not only linguistics, but also a number of other sciences economics, marketing, journalism, etc. and, accordingly, each of them uses his conceptual apparatus, offering various definitions of this term and concentrating on aspects most relevant to understanding advertising in the framework of this particular science.

The term advertising comes from the Latin word **reclamare**, which means "**loudly shouting**" or "**notifying**" in Ancient Greece and Rome, ads were loudly shouted or read out in squares or other places of congestion of the people.

Advertising is a form of marketing communications distributed through the media or other communication channels with the aim of influencing the target audience.

In spite of the diversity of the existing ways of translating terms, the terms of publishing and printing often cause difficulties due to their specific nature, as well as the dynamic nature of the terminology. For example the word combination **Publishing house (office, outfit)** comes in different ways in English but in translation into Uzbek it is translated in the same way.

**Publishing house - nashriyot uyi**

**Publishing office - nashriyot uyi**

**Publishing outfit - nashriyot uyi**

Now let's consider other combinations with the word **publishing and house**

**Book house - kitob nashriyoti**

**News house - gazeta nashriyoti**

**Electronic publishing - elektron nashriyot**

**Hardcover publishing company - kitob ishlab chiqarishga ixtisoslashgan nashriyot**

**Alternative publisher - maxsus adabiyot nashriyoti**

**Publishers of juvenilia - bolalar yoki o'smirlar adabiyotlari nashriyoti**

**Publisher's receipt - nashriyotning joriy hisob raqami**

**Publisher's discount chart - nashriyotning chegirmali miqdori**

**Publisher's sales rep - nashriyotning savdo vakili**

A complex comparative study of the terminology of English and Uzbek languages presupposes the use of both the lexicentric (at the stages of conceptual-semantic, lexicogrammatical analysis) and the textocentric approach (at the stage of functional semantic analysis), which together allow the full and correct identification of the features of terms as linguistic units, units of communication.<sup>2</sup>

In the texts of publishing and printing terms form around themselves a text proposition; they are the supporting words in the explication and verbalization of the author's intention.

Publishing and printing terms of English and Uzbek in the translation, as a rule, inherit the word-formation models. To a large extent, when translating publishing and printing from the English language, the Uzbek language applies a meaning to meaning, descriptive or calque methods. When introducing a new term such term may be accompanied by an additional explication. When translating publishing and printing terms from English into Uzbek, an equivalent translation is usually used as well. When borrowing new terms or nationally marked vocabulary, the term or semantic component of the term uses an additional explication or descriptive translation in addition to the literal translation or transliteration. The use of metaphorical or metonymic transfer as part of complex transformations when translating publishing and printing from English into Uzbek is not common.

For the publishing and printing English terms in publicistic discourse, the functions of personalization, personification, zeugma, and irony are not characteristic, while the play of

words, the oxymoron and the specific use of idioms especially in the headlines of the press are a fairly common authorial technique aimed at drawing readers' attention to described by the topical problem, which must be taken into account in the translation.

Thematic classification of terms on Printing and Publishing as elements of the common language lexical system can be combined in aggregate according to different principles. They are thematic, more precise, and have conceptual-thematic principle. Terms in publishing are often translated by calquing, but in most of cases it causes ambiguity. Therefore the translator should try to apply to other method of translation as well in order to make it much clearer

### Conclusion

It is necessary to define the main terms and their translation. Since the main terms are repeated many times in the text, if the translation is incorrect or inappropriate, the editing and reediting are difficult. If the described phenomenon is not clear, its meaning should be found out. In the entire text of the translation, the unity of the terminology inherent in this field of knowledge or field of activity should be observed.

Translation is a field of various procedures. In addition to calque, descriptive, equivalence methods there can be used word-for-word and sense-for-sense methods as well, it is up to translator to choose the most adequate method while doing the translation, and the translator may use a variety of procedures that differ in importance according to the contextual factors of both the source and the target texts.

Translation plays one of the most important roles in management of different spheres. For instance the effectiveness of advertising depends on the correct translation of terminology, the correct choice of words.

Translation of advertising texts is considered one of the most difficult types of interlingual communication, since it requires from the translator not only excellent knowledge of languages, but also a creative campaign, knowledge of the culture of the target audience. In other words, when translating advertising texts, it is necessary that the translation means have the same effect on the native speakers of the target language as the author's means for native speakers.

Special terminology requires factual and procedural knowledge. Factual knowledge is the knowledge of special fields related to special terminology. Procedural knowledge relates to methods or procedures to help the translator seize the meaning of the source text and re-express that meaning in the target text.

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