SPEECH GENRES AND THEIR PRAGMATIC EQUIVALENCE IN THE TRANSLATION PROCESS

Dilshoda Kakhramonovna Maksudova
Senior Lecturer, Tashkent State University of Oriental Studies
Khudoyberdiyeva Shahzodakhon
Student, Tashkent State University of Oriental Studies

Annotatsiya: Ushbu maqolada nutq janrlari va ularning tarjima jarayonidagi pragmatik ekvivalentligi masalasi yoritilgan. Nutq janrlari - ya'ni rasmiy, norasmiy, publitsistik, badiiy va ilmiy uslubdagi matnlar - har biri o'ziga xos kommunikativ maqsad va kontekstga ega bo'lib, tarjimada ularning mazmuni bilan bir qatorda nutq uslubiga xos pragmatik xususiyatlarni ham adekvat ifodalash muhim hisoblanadi. Maqolada tarjima jarayonida nutq janrining stilistik va pragmatik xususiyatlarini saqlab qolish yo'llari, tarjimonning kontekstni anglash qobiliyati va madaniyatlararo tafovutlarni hisobga olish zarurati tahlil qilinadi. Shuningdek, turli janrdagi matnlar asosida tarjimada yuzaga keladigan pragmatik muammolar va ularning echimlari amaliy misollar orqali ko'rsatib beriladi. Ushbu tadqiqot pragmatik sadoqatni ta'minlovchi tarjima strategiyalarining ishlab chiqilishiga xizmat qiladi.

Kalit so'zlar: *janrlari tarjima, kontekst, madaniy tafovut, kommunikativ maqsad, stilistik xususiyatlar, janr mosligi, funksional yondashuv, tarjimashunoslik.*

Abstract: This article discusses the issue of discourse genres and their pragmatic equivalence in the translation process. Discourse genres — that is, texts in official, informal, journalistic, artistic and scientific styles — each have their own communicative purpose and context, and in translation, it is important to adequately express their content as well as the pragmatic features inherent in the style of speech. The article analyzes ways to preserve the stylistic and pragmatic features of the discourse genre in the translation process, the translator's ability to understand the context, and the need to take into account intercultural differences. Also, pragmatic problems that arise in translation based on texts of different genres and their solutions are shown through practical examples. This study serves to develop translation strategies that ensure pragmatic fidelity.

Keywords: *genres of translation, context, cultural difference, communicative purpose, stylistic features, genre compatibility, functional approach, translation studies.*

Абстракт: В статье рассматривается проблема жанров дискурса и их прагматической эквивалентности в процессе перевода. Речевые жанры, то есть тексты в официальном, неофициальном, публицистическом, художественном и научном стилях, имеют каждый свою коммуникативную цель и контекст, и при переводе важно адекватно выразить наряду с их содержанием и прагматические особенности, присущие стилю речи. В статье анализируются способы сохранения стилистических и прагматических особенностей речевого жанра в процессе перевода, способность переводчика понимать контекст,

необходимость учета межкультурных различий. Также на практических примерах иллюстрируются прагматические проблемы, возникающие при переводе текстов разных жанров, и пути их решения. Это исследование способствует разработке стратегий перевода, обеспечивающих прагматическую точность.

Ключевые слова: *жанровый перевод, контекст, культурные различия, коммуникативная цель, стилистические особенности, жанровая сочетаемость, функциональный подход, переводоведение.*

Introduction: Speech genres are various forms of language formed in accordance with different communicative and social situations, each genre is distinguished by its own communicative style, purpose, content and structure. The study of speech genres, their analysis in the context of translation studies, allows translators to correctly convey not only the grammatical and lexical aspects of the language, but also its pragmatic content. Each of the speech genres consists of language forms that perform a specific communicative function, and their pragmatic properties - that is, the purpose of speech, situation, context, cultural traditions and values - are of particular importance in the translation process. Ensuring the pragmatic equivalence of speech genres in the translation process depends not only on the translator's linguistic knowledge, but also on a deep understanding of the social and cultural context. Each speech genre serves to communicate through its communicative purpose and language means, which forces the translator to correctly transfer the pragmatic features inherent in a particular genre. For example, the differences between the official speech genre and literary texts, their pragmatic purposes and language means may be different. It is very important to take these differences into account in translation, to preserve the specific pragmatic elements of the speech genre.

At the same time, different cultural and social contexts can significantly affect the quality of translation. The article considers scientific approaches and practical examples of how to ensure pragmatic equivalence of speech genres in translation, and by what methods the communicative purposes and stylistic features inherent in speech genres can be conveyed without changes. This process plays an important role in creating new approaches to ensuring pragmatic fidelity in translation studies.

Main part: Speech genres are one of the important concepts studied in linguistics. A speech genre can be defined as a social language form of language formed in accordance with communicative purposes. Each speech genre has its own structure, language means, lexical and grammatical features, which are used in various communication situations of the language.

Government documents, regulatory documents, official letters and other legal texts. This genre requires clear and concise expression, and highly formal and standardized forms of language are used.

Friendly conversations, family communication, conversations on social networks and similar situations. This genre uses specific euphemisms, irony, informal expressions and other communicative means.

Literary works, poems, novels and stories. Artistic speech is distinguished by its aesthetic features and rich language expressions.

Speech used in the media, the purpose of which is to disseminate information and interest the audience. This genre uses carefully selected vocabulary and stylistics.

A form of language found in scientific articles, research, and conference papers. Scientific speech is clear and concise, and includes special terminology and complex grammatical structures.

Each of the speech genres has its own pragmatic characteristics. Pragmatics is a branch of linguistics that studies the contextual aspects of speech, that is, the intentions of the participants in the speech process, the situation, and cultural factors. The pragmatic characteristics of speech genres are as follows:

Each speech genre has its own specific communicative purpose. For example, the purpose of formal speech is to disseminate information and formalize important decisions, while artistic speech is aimed at conveying aesthetic satisfaction and emotions.

The speech genre and its pragmatic characteristics depend on the specific communication situation. For example, in formal speech, the language must be formal, while in informal speech, informal expressions are used that reflect the closeness between the participants in the speech.

Each speech genre is formed in accordance with its cultural context. For example, in some nations, formal speech strictly adheres to codes of etiquette, while in others it is characterized by the naturalness of speech.

Ensuring pragmatic equivalence of speech genres in the translation process is one of the main tasks of the translator. Ensuring pragmatic equivalence requires not only achieving linguistic equivalence, but also taking into account all pragmatic aspects of communication, namely, purpose, context, cultural and social nuances.

Each speech genre has its own stylistic characteristics. The translator must take these characteristics into account and ensure stylistic equivalence. For example, when translating scientific speech, it is necessary to maintain a clear and concise style, while in artistic speech, aesthetic elements should be conveyed. Speech genres can be formed differently in different cultures. The translator must take into account cultural differences and try to ensure cultural equivalence in the translation process. For example, the English phrase "good morning" is translated into Uzbek as "Hayrli tong", but other expressions can also be used depending on the context.

Each speech genre has a communicative intention. The translator must try to maintain this intention. For example, it may be wrong to replace strict and precise expressions in formal speech with free and figurative expressions in artistic speech.

The translator may encounter a number of difficulties in maintaining pragmatic equivalence of speech genres. These problems include:

The pragmatic meaning or context specific to a particular discourse genre may be lost in translation. For example, the lack of clear equivalents when translating medical or legal terminology in formal speech into another language.

Problems that arise when translating the specific cultural context of a discourse genre. For example, the English holiday "Thanksgiving" does not exist in Uzbek culture, so it is difficult to understand and translate such a holiday correctly.

Some discourse genres use words with multiple meanings or multiple contexts. In such cases, the translator's task is to choose the correct pragmatic meaning of the word.

Conclusion: Discourse genres and their pragmatic equivalence are one of the problems that require special attention in translation studies. Each discourse genre is distinguished by its communicative goals, stylistic and pragmatic features. In order to correctly transfer these features during the translation process and preserve the essence of the speech genre, the translator's linguistic, pragmatic and cultural knowledge is necessary. By ensuring the pragmatic equivalence of speech genres, the translation process becomes more accurate, correct and qualitative. Therefore, the study of speech genres and the determination of their pragmatic equivalence are of urgent importance in the field of translation studies.

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MADANIY PRAGMATIK BIRLIKLAR VA ULARNING ADEKVAT TARJIMASI MUAMMOLARI

Malika Mexriddinovna Xusamiddinova
Katta o'qituvchisi, Toshkent davlat texnik universiteti, O'zbekiston

Annotatsiya: Maqolada madaniy pragmatik birliklar va ularning tarjimasi bilan bog'liq muammolar tahlil qilinadi. Madaniy pragmatik birliklar, ya'ni, tilshunoslikda til va madaniyat o'rtasidagi o'zaro bog'liqlikni ifodalovchi elementlar, tarjima jarayonida katta qiyinchiliklarga sabab bo'ladi. Bu birliklar, tilga xos bo'lgan madaniy kodlar, so'z birikmalari, idiomatik ifodalar va boshqa maxsus til birikmalaridan iborat bo'lishi mumkin. Maqola, madaniy pragmatik birliklarni tarjimada to'g'ri va adekvat ifodalash uchun zarur bo'lgan usullarni, metodlarni va