

THE CONCEPT OF TRANSLATION IN THE PROCESS OF COMMUNICATION

Sagdullaeva Dilfuza Karimullaevna

PhD, Associate professor of Classical oriental literature and source studies
department of the INTERNATIONAL ISLAMIC ACADEMY OF UZBEKISTAN
dilfuzasagdullaeva@gmail.com 11, A.Kadiri, Tashkent, 100011, Uzbekistan.

The language, as the mirror of the nation, plays an important role in the development of the country. History has seen in a long time for countries being conquered, nations being tortured, cultural and economic infrastructure being destroyed. However, language loss could bring much more devastating outcomes. It is not a secret that language, as a linguistic phenomenon, has a great impact on the society. The growing generation is truly obsessed with massive information flood that comes from the latest communication means due to the globalization. In fact, it is becoming more difficult to preserve national heritage of the community. Being one of the most important of cultural heritage of the nation, this linguistic phenomenon cannot be neglected [3].

Today, there is a massive responsibility on the linguists. Besides other subject types of linguistics, translation is considered to be one of the difficult process. The concept of translation is central in the translation studies. It is important to mention that the concept of translation is polysemantic. Firstly, it refers to translation as an intellectual activity, that is a process, secondly – to translation as the result of this process, a product of translational activity, in other words, the text of translation created by the translator. One of the most famous linguists V.Komissarov states that translation is a complicated and many-sided kind of human activity [2]. Though usually people speak about translation from one language onto another; actually, it is not simply a replacement of one language with another. The different cultures, people, ways of thinking, literatures epochs, levels of development, traditions and world vies clash with each other in translation. According to M. Brandes, translation is a kind of language mediation where the content of the foreign text (original) is transferred to other language by the way of creating a communicatively equivalent text in this language [1].

All the investigations, which are being fulfilled in this aspect, despite the variety of their subject-matters are directed mainly to improve translation methods of literal texts from one language into another language [4]. Such investigations are of great theoretical and practical significance and present rich material for practice of



teaching foreign languages, the theory of translation and compiling different kinds of sources for translating. A global communication expands throughout the world. A language that is recognised and understood by people everywhere, in many parts of the world the language which has been established is English. In most countries English dominates international business, politics and trade more than any other languages in human history. As David Crystal said: “For this world to be truly global, there must be some commonality on ease of communication”. If tourism and trade around the world are going to operate a global economy function and a global culture flourishing, a widely shared, reasonably accessible language is requisite.

A global economic and political structure needs common trades between them. Here are just a few samples of what people are saying: Experts attribute the worldwide spread of English to British colonialism and American culture, rather than to the inherent qualities of the language. English is dominating the globe today because, when the sun finally set on the British Empire at the end of World War II, the United States emerged as a global superpower and cultural giant leading the way in medical research, technological innovation, motion pictures and rock and roll. In the XVII and XVIII the centuries, English was the language of the leader of the industrial revolution – also in Britain. In the XIX and early XX the centuries, it was language of the leading economic power in the U.S.A. Experts say the simultaneous rise of the U.S as a military and technological superpower and the receding of the British Empire gave many in the world both the design and option to choose American English.

As its mentioned above, there are many reasons associated with the rise of English as a Global language. More than one billion people are believed to speak some form of English. Although the numbers vary, it is widely accepted that hundreds of millions of people around the world speak in English whether as a native, second or a foreign languages. English, in some form, has become the native or unofficial language of a majority of the countries around the world today. In 20 to 30 countries around the world, English is merging with native language to create hybrid English. It is widely believed that English is truly the world language. English seems to be emerging, if it has not already arrived as a global language. If this were to become official it would reduce the member of mistranslations. It would make communication areas cultures much easier. Language may be corn of culture, but the culture itself would not have to disappear if English were used as a second or third language for the pure purpose of communication globally. English is the only language used in international air traffic control and is virtually the only language of



a whole range of other activities from scientific research to pop music whether we like it or not, English language is becoming the global language.

In the XXI the century, the evolution of the language is occurring at an alarming note, with the blending of cultures and religions and the advent of new technology such as cell-phones, and global messaging software, the basic care of the languages is becoming to change slangs and shortened versions of words, are becoming universal and accepted. Some of this is like to be trend on fashion, but with a new emphasis on speed and transfer of data many of these word forms will be permanent additions to the global dialect. So it turns out that the sponge like nature of the language is what has allowed it to become globally accepted and this same feature will allow it to be generally accepted languages of the future, with new concerns of the world.

References

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