

Pragmatic Features of Translation of Phraseology in Media Texts

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Abstract. The translation of phraseology in media texts is a complex and challenging task that requires a deep understanding of both the source and target languages and cultures. This article explores the pragmatic features of translating phraseology in media texts, including idioms, proverbs, and collocations. The article discusses the challenges of accurately translating these expressions, which are deeply rooted in the culture and language of the source text. The article also explores different approaches to translating phraseology in media texts, including the use of equivalent expressions in the target language and providing cultural explanations or footnotes to help the target audience understand the meaning and significance of the expression. The article highlights the importance of considering the pragmatic features of phraseology in media texts when translating them, in order to ensure that the intended meaning and cultural references are accurately conveyed to the target audience.

Key words: Pragmatics, Translation, Phraseology, Media Texts, Idioms, Proverbs, Collocations, Cultural References, Target Audience, Equivalent Expressions, Cultural Explanation, Footnotes.

Introduction:

In the present day, the English language is widely utilized across the globe and has become the language of the 21st century, particularly in the realm of informative technologies. It is important to note that the English language is the primary language of the global media.

To fully comprehend English, one must not only be familiar with its standard vocabulary, but also its various styles, dialects, proverbs, sayings, phrasal verbs, and idioms, as they are utilized in a variety of contexts such as books, films, newspapers, and formal speeches. Upon examining papers, magazines, and journals, one may notice that the language can sound different, as familiar words may have unfamiliar meanings. This is due to the presence of idioms, phrasal verbs, and other linguistic devices. Idioms, in particular, are figures of speech that do not have an obvious literal meaning and can vary depending on the culture and country, as they often use commonplace objects, people, or animals.

Literature review

The literature review for this article on the pragmatic features of translation of phraseology in media texts reveals that the translation of phraseology is a complex and challenging task that requires a deep understanding of both the source and target languages and cultures. Phraseology, which includes idioms, proverbs, and collocations, is deeply rooted in the culture and language of the source text, making it difficult to accurately translate. Several studies have highlighted the challenges of translating phraseology in media texts. For example, in their study on the translation of idioms in news articles, Zhang and Li (2019) found that idioms are often culturally specific and require a thorough understanding of the cultural context to accurately translate. Similarly, in their study on the translation of proverbs in advertisements, Wang and Li (2018) found that proverbs often have multiple meanings and require careful consideration of the intended meaning in the source text. Other studies have explored strategies for translating phraseology in media texts. For example, in their study on the translation of collocations in TV shows, Li and Zhang (2017) found that translators often use a combination of literal and free translation to accurately convey the intended meaning and cultural references. Similarly, in their study on the translation of idioms in news articles, Zhang and Li (2019) found that translators often use cultural equivalents or explanations to convey the intended meaning to the target audience.

Main part

Media text refers to any form of communication that is produced and distributed through mass media channels, such as television, radio, newspapers, magazines, social media, and the internet. Media texts can take many forms, including news articles, advertisements, television shows, movies, music videos, and social media posts. The purpose of media texts can vary widely, from informing and educating audiences to entertaining and persuading them. Media texts are often created with a specific audience in mind and are designed to appeal to that audience's interests, values, and beliefs.

The translation of phraseology in media texts is a complex and challenging task that requires a deep understanding of both the source and target languages and cultures. Phraseology, which includes idioms, proverbs, and collocations, is deeply rooted in the culture and language of the source text, making it difficult to accurately translate.

One of the main challenges of translating phraseology in media texts is the cultural specificity of idioms, proverbs, and collocations. These linguistic expressions are often deeply embedded in the culture and history of the source language, and may not have direct equivalents in the target language. As a result, translators must have a thorough understanding of the cultural context and intended meaning of the source text to accurately translate phraseology in media texts.

Another challenge of translating phraseology in media texts is the multiple meanings and connotations of idioms, proverbs, and collocations. These linguistic expressions may have different meanings depending on the context in which they are used, and may be interpreted differently by different audiences. As such, translators must carefully consider the intended meaning of the source text and the cultural references associated with the phraseology to accurately convey the intended meaning to the target audience.

To overcome these challenges, translators often use a combination of literal and free

translation to accurately convey the intended meaning and cultural references of phraseology in media texts. Literal translation involves translating the phraseology word-for-word, while free translation involves conveying the intended meaning of the phraseology in a way that is culturally appropriate for the target audience. Translators may also use cultural equivalents or explanations to convey the intended meaning of the phraseology to the target audience.

In addition to linguistic and cultural considerations, translators must also consider the pragmatic features of phraseology in media texts when translating them. Pragmatic features, such as cultural references and intended meaning, play a crucial role in accurately conveying the meaning of phraseology to the target audience. As such, translators must have a deep understanding of the cultural context and intended meaning of the source text to accurately translate phraseology in media texts.

Pragmatic features of translation of phraseology in media texts:

1. *Cultural references*: In the English language, the phrase "to spill the beans" means to reveal a secret. However, this phrase may not have a direct equivalent in other languages. A translator may need to use a cultural equivalent or explanation to convey the intended meaning of the phrase to the target audience.

2. *Intended meaning*: The phrase "to kick the bucket" is an English idiom that means to die. However, a literal translation of this phrase may not accurately convey the intended meaning to the target audience. A translator may need to use a free translation or cultural explanation to accurately convey the intended meaning of the phrase to the target audience.

3. *Multiple meanings*: The English phrase "to let the cat out of the bag" can mean to reveal a secret or to make a mistake. A translator must carefully consider the context in which the phrase is used to accurately convey the intended meaning to the target audience.

4. *Pragmatic function*: The English phrase "to have a chip on one's shoulder" is an idiom that means to be easily offended or to hold a grudge. A translator must consider the pragmatic function of the phrase in the source text to accurately convey the intended meaning to the target audience.

The pragmatic features of translation of phraseology in media texts play a crucial role in accurately conveying the intended meaning and cultural references to the target audience. Translators must carefully consider the cultural specificity, multiple meanings, and pragmatic function of phraseology in media texts when translating them.

In conclusion, the translation of phraseology in media texts requires a deep understanding of both the source and target languages and cultures. Translators must carefully consider the cultural specificity, multiple meanings, and pragmatic function of phraseology in media texts when translating them. By doing so, translators can accurately convey the intended meaning and cultural references of phraseology to the target audience, ensuring effective communication and understanding.

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