

Pragmatic Difficulties in Translation Different Types of Texts

Abduvakhabova Umida

Teacher of Samarkand state institute of foreign languages

Abstract: As some scientists believe, texts do not have meanings, but in producing texts, people intended meanings. Through translator's attempts to the possible extent while reading literature we understand author's intent, that intent for the target audience by using the target language. Since pragmatics has been recently given a concerning growth and interest by many scholars and linguists, this study viewed pragmatics as a component of considerable importance in translation processes.

Keywords: pragmatics, translation, recipient, communicative effect, pragmatically neutral.

Language is used not simply to report events in the world. It is used also to convey the rich mental models that individuals and cultures bring to bear on the communication process. It is the claim of the pragmatic-based approach Farewell and Helmreich [3,75], that texts do not have meanings, but rather that in producing texts, people intended meanings. That is to say, the translator attempts to understand the author's intent in creating the source text for the original audience and then recreates, to the possible extent, that intent for the target audience by using the target language. Since pragmatics has been recently given a concerning growth and interest by many scholars and linguists, this study viewed pragmatics as a component of considerable importance in translation processes.

For the modern theory of translation it is important to consider the translated text in the communicative and pragmatic aspect, taking into account all extra-linguistic factors of its functioning and the degree of its impact on the addressee. The saturation of the text with pragmatically marked linguistic means (expressive, emotive, figurative and stylistically colored vocabulary) is necessary for the author to appeal to the emotional perception of the text by the reader. The solution to the problems of pragmatic level of the text is connected to the understanding of figurative, nationally and culturally specific way of reflecting reality in the vocabulary of a particular language. As A. D. Schweitzer noted, the text to be translated must be transported into the culture of the recipient but at the same time has to retain in its translated version the "foreign cultural" flavor [5, 17]. Every text is communicative, containing some message transmitted from the source to the recipient, some information that must be extracted from the message by the recipient and understood by him. Perceiving the information received from the text, the recipient thereby enters into a certain personal relationship to the text, the so-called pragmatic relationship. These relationships can be intellectual or emotional: the text is a source of information which can cause a certain emotional reaction, to induce some action. The ability of the text to cause the recipient pragmatic relations to the reported information, to exercise pragmatic influence on the recipient is called *the pragmatics of the text, the pragmatic aspect (pragmatic potential) of the text*. The pragmatic potential of the text is identified by the content and form of the message and already exists independently of its creator of the text[7,64]. The pragmatic attitude of the recipient to the text depends not only on the pragmatics of the text, but also on the personality of the recipient (his general educational level, age, profession, etc.).

While translating a text, the translator must analyze the pragmatics of the text (to foresee the potential communicative effect of the text in relation to the "average" recipient), and reproduce the pragmatic potential of the original in order to provide the desired effect on the recipient of the translation.

In the first stage of the translation process the translator acts as a recipient of the original, striving to extract complete information. Having a personal attitude towards the message translator must try to ensure that this personal attitude does not affect the accuracy of the reproduction of the original, i.e. the translator must be *pragmatically neutral*.

In the second stage, the translator is to provide an understanding of the source message by recipient. He takes into account the fact that the recipient belongs to a different linguistic community, with different knowledge, life experience, different history and culture. In case when such discrepancies may prevent full understanding of the original message, the translator has to make necessary changes in the text of the translation. The influence on the process and outcome of the translation, as well as the need to reproduce the pragmatic potential of the original and the aim to ensure the desired impact on the recipient of the translation is called pragmatics, or the *pragmatic aspect of translation*. Pragmatic problems of translation are directly related to the specifics of the genre of the original. Translators of fiction for instance, face significant difficulties. However there is less need for pragmatic restructuring in the translation of technical texts designed for professionals of different countries with approximately the same amount of background information as explanations can be given only in relation to company names, national units of measurement and so on.

Special problems are connected to the pragmatic aspect of texts intended for foreign-speaking recipients, in the case of various information and propaganda materials aimed at a foreign-speaking audience and advertising goods for export. Often the translator has to carry out a restructuring of the text of the translation focused on accessibility for the recipient of the translation. During this comprehending phase, the translator is bound to the source text pragmatics that he tries to decode appropriately and convey the true and intelligible meanings intended in the source text. However, in the process of translation, the translator is bound to manage the pragmatic differences between both source and target context[4].

In some cases, the pragmatic aim of translation includes achieving the desired effect on the recipients of the translation. The main pragmatic goal of translating fiction is to create a text in the translating language that has the ability to have a similar effect on the recipient of the translation. For example, after reading Shakespeare's work in a Russian translation, the Russian reader should feel the power of the original author's literary talent[6,53]. If the translator managed to achieve this, we can talk about the adequate reproduction of the communicative effect of the original.

The main function of a scientific text, for example, is to explain, describe, or direct the manipulation of objects in the world around us. The pragmatic effect of a speech is to provide the necessary information to carry out a particular activity of a scientific or technical nature. If the recipient of the message is able to carry out the described experiment on its basis, for example, then the communicative effect of the text can be considered achieved. Sometimes the translation puts necessary information in a clearer and more accessible form, which ensures that information is used correctly by professionals - in which case the translation fulfills the basic pragmatic task even better than the original. The translator has to focus on the individual characteristics of the translator's recipient.

The most difficult task is to provide necessary reaction to the text of translation on the part of a particular recipient. This often requires pragmatic adaptation of the text, which goes beyond mere

translation. For example, pragmatic adaptation is carried out when a text is translated into another language in an advertisement that is intended to sell a given product. The translator often has to compose a new parallel text in the target language. If the translator has additional goals that are independent of the main pragmatic task of translation (seeks to use the translation for some special purposes), there is a pragmatic extra-task, such as drawing attention to some of the ideas in the text, to the creative style of the author.

When there is a pragmatic "extra-task" the degree of translation is called *pragmatic value*. If there is sufficient pragmatic value, translation can be considered adequate even if there are significant deviations from communicative equivalence to the original.

Pragmatic problems of another type arise in the process of interlingual communication. They are associated with the possibility of additional pragmatic tasks for the translator in relation to the recipient of the translation. In this regard, the translator may pursue additional goals, more or less independent of the main pragmatic task of translation, seek to use the result of the translation process for some special purposes.

Naturally, such a pragmatic "extra task" cannot help but have an impact on the process of translation and the evaluation of its results. The possibility that the translator has a pragmatic goal that is not related to the content of the original, but is achieved in the process of its translation, due to the dual role that the translator plays in interlingual communication. On the one hand, it serves as a language mediator, and on the other hand, it is actually a source of information, creating a text in the translated language for the subsequent use of this text for certain purposes. The results of any activity are largely determined by its purpose. The goal of a particular translation act may not coincide with the overall goal of interlingual communication and is not reduced to the creation of a text in the translated language, communicatively equivalent to the original.

The existence of the pragmatic extra-task largely determines the evaluation of the results of the translation process. In this case, the translation is evaluated not only and not so much on the degree of accuracy to the original, but rather on how the text of the translation corresponds to the objectives for which the translation process was carried out. The degree of this correspondence is called the *pragmatic value* of the translation. If there is sufficient pragmatic value, translation can be considered correct (adequate) even if there are significant deviations from the communicative equivalence to the original. Pragmatic "extra-task" is determined by factors which are not directly related to the original text, such as desire of the translator to have a proper effect on the recipient, the attitude of the translator or recipient to the ideas contained in the text or to the creative style of the author, their special interest in some part of the text content, etc. In an effort to fulfill the pragmatic "over-objective" of a particular act of translation, translator can sometimes refuse to achieve maximum equivalence, be content with an incomplete or selective translation, seek to influence the recipient, which does not coincide with the intentions of the author and the pragmatic potential of the original.

There are three stages in translation:

1. Draft (overview) translation is performed at the level of indication of the situation - conveys information about what is said in the original, while allowing for omissions and deviations from the norms of the translating language.
2. Operative translation completely conveys the subject and logical content of the original (at the level of how the situation is described), observes the norms of the target language, but often uses explanations to compensate the loss of information.

3. Official translation ready for publication, creates a communicative and equivalent replacement of the original in the translating language, reproduces all the functional elements of the content of the original and its pragmatic potential.

A special type of translation "extra-task" can be modernization of the original. Such a task is set, for example, while translating literature written in an archaic language, if the place and time of the translation significantly differ from the place and time of the original, so it is necessary to reflect the chronological remoteness in the translation. The translator must use archaic forms in the translation that are understandable to the recipient. For example, the original author, who lived in the sixteenth century, could not "go on a business trip," "work extra hours".

Thus, creating a text, the translator either tries to preserve the pragmatic potential of the original, or tries to ensure that this text has a different pragmatic potential, more or less independent of the pragmatics of the source text. In this regard, the translator sees his role in interlingual communication in different ways: in one case he acts as an intermediary, whose work is judged by the degree of fidelity of the translation to the original, and in another case, he actively intervenes in the communicative process. In a given situation, the translator chooses one or another pragmatic approach to his or her activity.

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