

THE ESSENCE AND CONCEPT OF PRAGMATIC EQUIVALENCE:  
PRAGMATIC MEANING, EFFECT, AND SENDER-RECEIVER  
RELATIONSHIP IN CONTEMPORARY TRANSLATION STUDIES

PRAGMATIK EKVIVALENTLIKNING TABIATI VA KONTSEPTSIYASI:  
ZAMONAVIY TARJIMASHUNOSLIKDA PRAGMATIK MA'NO, TA'SIR  
VA JO'NATUVCHI-QABUL QILUVCHI MUNOSABATLARI

СУЩНОСТЬ И КОНЦЕПЦИЯ ПРАГМАТИЧЕСКОЙ  
ЭКВИВАЛЕНТНОСТИ: ПРАГМАТИЧЕСКОЕ ЗНАЧЕНИЕ, ЭФФЕКТ И  
ОТНОШЕНИЯ ОТПРАВИТЕЛЬ-ПОЛУЧАТЕЛЬ В СОВРЕМЕННЫХ  
ИССЛЕДОВАНИЯХ ПЕРЕВОДА

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**Abstract.** Pragmatic equivalence stands as a pivotal concept in modern translation studies, emphasizing the replication of communicative intent, contextual effects, and dynamic interactions between sender (adressee) and receiver (addressee). This comprehensive article delves into its theoretical foundations, dissecting pragmatic meaning (implicatures, speech acts), pragmatic effect (emotional and behavioral impacts), and the adressee-addressee relationship within cultural contexts. Situated amid contemporary trends like skopos theory, relevance theory, and corpus-based pragmatics, it addresses challenges such as cultural untranslatability and offers practical strategies for translators. Through detailed examples from literature, advertising, and legal texts, the discussion underscores pragmatic equivalence's role in producing culturally resonant translations that fulfill pedagogical and professional needs in language acquisition.

**Keywords:** pragmatic equivalence, pragmatic meaning, pragmatic effect, adressee-addressee relationship, translation, translation studies, functional translation.

**ملخص :** يُعد التكافؤ البراغماتي مفهوماً محورياً في دراسات الترجمة الحديثة، إذ يُركّز على محاكاة النية التوافرية، والتأثيرات السياقية، والتفاعلات الديناميكية بين المرسل (المخاطب) والمُستقبل (المُخاطب). تتناول هذه المقالة الشاملة أسلوب النظرية، مُحلاًّة المعنى البراغماتي (الدلالات الضمنية، وأفعال الكلام)، والأثر البراغماتي (التأثيرات العاطفية والسلوكية)، وعلاقة المخاطب بالمخاطب ضمن السياقات الثقافية. وفي سياق الاتجاهات المعاصرة كنظرية الغاية، ونظرية الملاعة، والبراغماتية القائمة على المدونات اللغوية، تتناول المقالة تحديات كصعوبة الترجمة الثقافية، وتقدم استراتيجيات عملية للمתרגمين. ومن خلال أمثلة تفصيلية من الأدب والإعلان والنصوص القانونية، تُبرز المناقشة دور التكافؤ البراغماتي في إنتاج ترجمات ذات صدى ثقافي تلبي الاحتياجات التربوية والمهنية في اكتساب اللغة.

**Annotatsiya.** Pragmatik ekvivalentlik zamonaviy tarjima tadqiqotlarining asosiy tamoyilini ifodalaydi. U aloqa niyatini, kontekstual effektlarni va jo‘natuvchi (adresant) bilan qabul qiluvchi (adresat) o‘rtasidagi shaxslararo dinamikani o‘tkazishni ta’kidlaydi. Ushbu maqola uning mohiyatini, asosiy komponentlarini – shu jumladan pragmatik ma’no va effektni – hamda funksionalizm va skopos nazariyasi kabi zamonaviy tendensiyalar sharoitida uning rolini o‘rganadi. Madaniy va kontekstual nozikliklar bilan ishlaydigan tarjimonlar uchun uning dolzarbligini ta’kidlash maqsadida qiyinchiliklar va amaliy qo‘llanishlar muhokama qilinadi.

**Kalit so‘zlar:** pragmatik ekvivalentlik, tarjimashunoslik, pragmatik ma’no, yuboruvchi–qabul qiluvchi munosabati, tarjima nazariyasi

**Аннотация.** Прагматическая эквивалентность представляет собой краеугольный камень современных переводоведческих исследований, подчеркивая передачу коммуникативного намерения, контекстуальных эффектов и межличностной динамики между отправителем (адресантом) и получателем (адресатом). В данной статье рассматривается её сущность, основные компоненты, включая прагматическое значение и прагматический эффект, а также её роль в условиях современных тенденций, таких как функционализм и теория скопоса. Обсуждаются проблемы и практическое применение для того, чтобы подчеркнуть её актуальность для переводчиков, работающих с культурными и контекстуальными нюансами.

**Ключевые слова:** Прагматическая эквивалентность, переводоведение, прагматическое значение, отношение отправителя и получателя, теория перевода

## Introduction

Translation has evolved from mere linguistic substitution to a sophisticated communicative act that bridges cultural and contextual divides. At its core, pragmatic equivalence—pragmatik ekvivalentlik—refers to the translator’s ability to recreate the original text’s intended pragmatic force in the target language, ensuring the same interpretive and emotional response from the target audience as from the source audience. This concept gained traction in the late 20<sup>th</sup> century, building on Eugene Nida’s dynamic equivalence (1964), which prioritized reader response over formal fidelity, and extending into functionalist paradigms.

In the realm of tarjimashunoslikning zamonaviy tendensiyalari (contemporary trends in translation studies), pragmatic equivalence addresses the limitations of semantic-focused models by incorporating pragmatics—the study of language in use. Key elements include pragmatic meaning (derived from context, implicature, and presupposition), pragmatic effect (the psychological or action-oriented outcome), and the adresant-adresat munosabati (sender-receiver relationship), which encapsulates social hierarchies, shared knowledge, and politeness norms. Globalization and digital media have amplified its relevance, demanding translations that adapt to diverse audiences while preserving communicative efficacy.

This article systematically explores pragmatic equivalence's essence, components, applications, and challenges, providing educators and researchers with a robust framework for integrating it into English language teaching via literature.

### **Theoretical Foundations of Pragmatic Equivalence**

Pragmatics, as defined by scholars like J.L. Austin and Paul Grice, examines how context influences meaning beyond literal semantics. Pragmatic equivalence thus demands that the target text (TT) elicits an equivalent response to the source text (ST), prioritizing illocutionary force (what the speaker does with words) over locutionary content (what is said).

#### **1.1 Pragmatic Meaning**

Pragmatic meaning refers to the layer of meaning that arises not from the literal words themselves, but from the context, speaker intention, social norms, and situational factors surrounding an utterance. Unlike semantic meaning—which deals with dictionary definitions—pragmatic meaning depends on how communication works in real-life interactions.

**1.2 Pragmatic meaning emerges from contextual cues rather than dictionary definitions. It includes:**

**Implicatures:** Grice's cooperative principle explains implied meanings, e.g., “*It's cold in here*” implicates “*Close the window.*”

**Presuppositions:** Assumptions taken for granted, like “*The king of France is bald*” presupposes a king's existence.

**Deixis:** Context-dependent references (*I, here, now*) that shift with audience.

In translation, failure to convey these leads to misinterpretation; for instance, translating English understatement into direct languages requires amplification.

#### **1.3 Pragmatic Effect**

Pragmatic effect refers to the impact an utterance has on the listener or reader beyond its literal meaning. It encompasses the psychological, emotional, social, and communicative responses that the message is intended to produce within a specific context. While semantic meaning tells what the words mean, the pragmatic effect shows what the speaker intends to achieve and how the audience interprets it.

**1.4** This denotes the TT's impact—cognitive (understanding), affective(emotion), or perlocutionary (action induced). A political slogan like “*Yes We Can*” must evoke similar empowerment in target cultures, perhaps adapting to “*Biz Qila Olarmiz*” in Uzbek for motivational resonance.

**2.5 Sender-Receiver Relationship (Adresant-Adresat Munosabati )** Drawing from Jakobson's communication model, this dyad involves roles, power distance (Hofstede's cultural dimensions), and face-saving strategies (Brown & Levinson, 1987). High-context cultures (e.g., Japanese) rely on indirectness, contrasting low-context English directness. Translators mediate by adjusting register: formal TT for hierarchical adresat relations.

### **Key Components and Mechanisms**

Achieving pragmatic equivalence requires multilayered strategies:

**Contextual Transfer:** Replicating situational variables (time, place, participants) via explicitation or substitution.

Speech Act Alignment: Austin's felicity conditions ensure acts like directives ("Pass the salt") retain politeness.

Politeness Adaptation: Positive/negative face strategies vary; English "Would you mind...?" becomes more direct in Uzbek equivalents.

Cultural Pragmatics: Idioms ("raining cats and dogs") demand functional substitutes like "yomg'ir yog'ayotgan" with intensified imagery.

These mechanisms ensure the TT functions equivalently in its skopos (purpose).

### **Pragmatic Equivalence in Contemporary Translation Trends**

Tarjimashunoslikning zamonaviy tendensiyalari highlight pragmatics amid multiculturalism:

#### **Skopos Theory (Vermeer, 1989)**

Skopos theory emphasizes that the purpose (skopos) of the translation determines the translator's pragmatic strategies. Rather than following the source text rigidly, translators make decisions based on the function the target text must fulfill in the target culture. Literary translations often prioritize aesthetic, emotional, and stylistic effects, making pragmatic choices that recreate atmosphere, tone, and implied meanings. Technical, legal, or scientific translations prioritize clarity, precision, and user comprehension, reducing ambiguity and focusing on functional accuracy. This theory frames pragmatic equivalence as goal-oriented, meaning the translator adapts meaning depending on communicative intention. Thus, pragmatic decisions are shaped not by the source text itself, but by the expected effect on the target audience.

1.5 Translation purpose dictates pragmatic choices; a literary TT prioritizes aesthetic effect, while technical texts emphasize clarity.

#### **1.6 Relevance Theory (Gutt, 1991)**

Relevance Theory applies cognitive pragmatics to translation, arguing that readers expect optimal relevance—the best possible balance between processing effort and contextual effects. Translators must choose the form that provides the most meaningful cognitive outcome for the reader with minimal effort.

Pragmatic equivalence becomes inferential, meaning the reader reconstructs the communicator's intention through context rather than direct lexical matching. Literal translations are rejected if they increase processing effort without delivering equal contextual effect.

In this view, translation aims for communicative equivalence, not textual sameness.

#### **4.4 Corpus-Based and Empirical Pragmatics**

Parallel and comparable corpora help identify pragmatic markers such as discourse particles ("well," "you know," "anyway"), hedges ("perhaps," "sort of"), politeness strategies, or speech act formulas.

By examining authentic usage, translators can adapt pragmatic meanings more accurately across cultures.

Empirical pragmatics supports data-driven decision-making, improving the naturalness and cultural suitability of translations.

This trend integrates technology with pragmatic theory, enhancing the translator's awareness of real-world usage and audience expectations.

### 1.7 Descriptive Translation Studies (Toury)

Toury's descriptive approach views translation as a norm-governed activity, where pragmatic choices are influenced by the expectations, conventions, and cultural norms of the target culture. Instead of judging translations as "good" or "bad," DTS examines how translators actually handle pragmatic shifts in real practice. Target-culture norms often shape what counts as acceptable pragmatic equivalence. Pragmatic meaning becomes dynamic, shaped by both cultural expectations and translation norms in the target system. DTS therefore supports a descriptive—not prescriptive—understanding of pragmatic equivalence.

1.8 Norms govern pragmatic shifts, viewing equivalence as target-culture oriented. These trends support pedagogical applications, using literature (e.g., Pride and Prejudice) to teach implicature recognition.

### 5. Challenges in Pragmatic Equivalence

Challenge Type	Specific Issue	Example Illustration	Mitigation
Untranslatability	Politeness mismatch	English indirect requests vs. direct Uzbek commands	Register adjustment/domestication
Untranslatability	Humor/irony loss	Sarcasm in Oscar Wilde	Compensation (e.g., added explication)
Asymmetry in Speech Acts	Promises in individualistic vs. collectivist cultures	"I'll try" (commitment ambiguity)	Explicitation or cultural substitution
Deictic Shifts	Temporal/spatial references	"Tomorrow" in ST vs. TT cultural calendar	Footnotes or reformulation

Ambiguity and subjectivity further challenge measurability, often requiring translator intuition.

### 6. Practical Applications and Case Studies

6.1 Literary Translation: In Bram Stoker's Dracula, Van Helsing's archaic speech conveys authority; TT must use elevated Uzbek register to maintain ominous effect.

6.2 Advertising: Nike's "Just Do It" pragmatically motivates action; Russian "Просто сделай это" preserves imperative force.

6.3 Legal and Diplomatic Texts: UN resolutions demand illocutionary precision to avoid pragmatic misfires in adresat interpretations.

6.4 Pedagogical Use: For English learners, analyzing TT/ST pairs fosters pragmatic competence, enhancing acquisition through reading.

### 6. Implications for Translation Pedagogy and Future Directions

Pragmatic equivalence equips translators and educators to navigate complexity, promoting culturally sensitive outputs. Future research should leverage AI corpora for pragmatic pattern-matching, aligning with digital tarjimashunoslik trends. In language teaching, it transforms literature into tools for implicature decoding and cultural empathy.

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