

## TRANSLATION STUDIES: PROBLEMS, SOLUTIONS AND PROSPECTS II

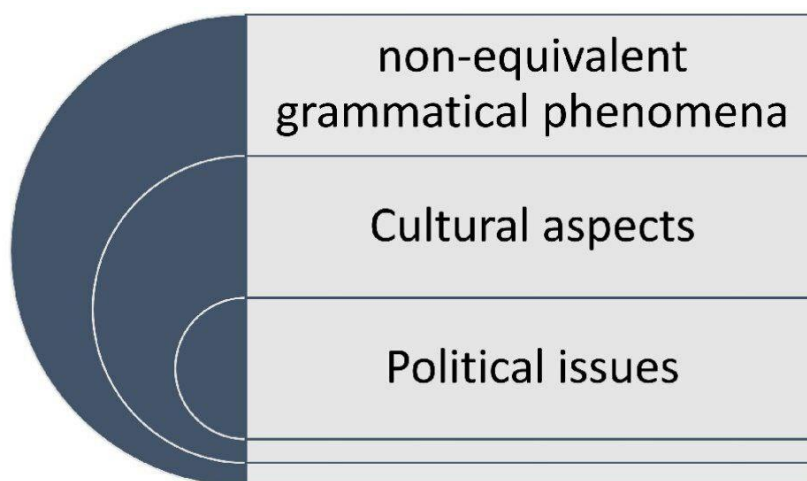
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**Abstract.** *This article begins by defining of what Translation Studies is and examining the issues of translation by emphasizing key problems. Then it moves on to examine the potential solutions and future prospect for translation studies. In addition, the opinions of scientists related to this topic are analyzed and summarized.*

**Key words:** *Non-equivalent vocabulary, explication, competence, cultural nuances, political issues.*

Translation Studies is the interdisciplinary field of study that delves into the theory and practice of translation. The formal study of translation as an academic discipline emerged in the mid-20 century, prioritizing on both theoretical and practical aspects of translating texts into another language. There are some problems related to the Translation Studies and the process of translation itself. The issues of translation, it's adequacy and translation norms are the least developed and most complex aspects of Translation Studies. On this topic discussions and debates based on the study of special literature are relevant. (1) Firstly, for translators or interpreters it can be difficult to manage with non-equivalent words because of the fact that in many sources they are given differently. Secondly, As Anthony Burgess said “Translation is not the matter of words only: it is the matter of making intelligible a whole culture”.(2) The quote says that translation involves much more than just simply conveying words from one language to another. Language is deeply connected with culture of the nation on the ground that words carry meanings that are formed by cultural experiences and norms. A translator or interpreter should take into the consideration these cultural aspects in order to convert the intended message properly.

### Key problems of Translation Studies:





**1). Non-equivalent vocabulary:** We use the word “non-equivalent vocabulary” when the lexical units of one language do not have counterparts among the lexical source of another language. It is used to indicate the absence of a corresponding lexical unit in the vocabulary of another language. Often, they are proper names and titles that are little known to speakers of another language. Translators frequently use the methods of transcription, transliteration and calque to avoid such obstacles in translating proper names and geographical locations that do not have an equivalency. Occasionally some common words in source language may not have a corresponding translation in target language. As an example, I can take the Russian word «сутки» that is often translated into English “24 hours” or in order to emphasize the continuity of the action it can be converted as “days and nights”. Similarly, the word English “glimpse” do not have a lexical corresponding word in Russian and that’s why it is conveyed by the method of explication (describing the meaning of the word instead of just translating) «беглый взгляд». (3) Furthermore, translator must be familiar with the idiomatic expressions due to the fact that some of them may not have a direct meaning in target language. An important step for overcoming these problems is enhancing the skill of translators. High educational centers and government should collaborate and provide students with necessary equipment to improve the quality of translation field. Samuel Putman said “In translation language facility is not enough; blood and sweat are the secret.” (4) It means translators should have a desire to dive into the language and engage in self-development.

**2). Cultural nuances:** The research by RWS Group has revealed that approximately 86% of native speakers have witnessed issues with inappropriate translations. The highest indicators were in USA (92%) and UK (91%). (5) According to the research slightly more than 62% of answerers agree that such cultural nuances as local idioms, beliefs and customs are often neglected in the process of translation. Culturally insensitive translators may convert the words inappropriately, leading to content that feels irrelevant or offensive to the target audience. In our highly interconnected world, the information is spreading quickly and the mistakes of translators go viral fast, damaging the reputation of one’s brand and undermining the consumer trust. The challenge of accurately conveying cultural references and local humor is the translator’s main task. For example, in European culture red often symbolizes excitement, love and passion; however, in African culture red is associated with blood and violence. In this case, translator should be careful using expressions with the color red and he should not conduct the representative of African culture to restaurants or festivals with red shades. 3) Political issues. The word “political correctness of translation” is a linguistic term that can be used in a broader sense, referring to the realm of political ideology and behavior. It is based on the desire not to offend individuals, to avoid hurting their feelings and to maintain their dignity. Accurate translation is required in

order to protect and respect the interest of minorities – disabled people, not prestigious profession workers and unprivileged people. Translator should try to avoid words that may hurt the feelings of above-mentioned people. For example, qualified translator uses words such as people of colour, Afro-Americans to elude racial discrimination. For people with the mental and physical disability instead of using offensive words like “invalid” or “handicapped” the competent translator should utilize words “disabled people”, “physically or mentally challenged people”. (6)

Prospects for translation studies and conclusion  
Translation studies is likely to continue alluring scholars from various disciplines and expanding within academia. The future of this discipline is promising due to the advancements in technology and the quantity of students learning this field. Despite the above-mentioned problems, translator's work is still demanded. As globalization continues to blur cultures into each other, developments are required in Translation Studies. Currently AI-powered translation software is improving and replacing people's work. There is an opinion of a scientist Mark Robinson according to the relation of AI to translation «I like to think that we're ahead of the AI (artificial intelligence) curve in the world of professional translation» (7).

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