

COMMUNICATIVE TRANSLATION IN THE CURRENT TRANSLATION PRACTICES

Aziza Isomiddinova

O‘zDJTU magistranti

azizaisomiddinova782@gmail.com

Husnora Dusqobilova

O‘zDJTU magistranti

khusnoraduskobilova@gmail.com

Ilmiy rahbar: Sh.Abdullayeva

Annotation: *The following paper explores the concept of communicative translation, emphasizing its role in conveying meaning and intent rather than adhering strictly to literal translations. It discusses the principles of communicative translation, including the importance of context, audience, and cultural nuances. The article highlights the differences between communicative and literal translation, providing examples to illustrate how effective communication in translation can foster understanding across cultures.*

Key words: *literal, cultural nuance, emotional impact, manual, target audience, persuasive, mismatch.*

Communicative translation is a concept in the field of translation studies that emphasizes the importance of conveying the meaning and intent of the original text in a way that resonates with the target audience. Unlike literal translation, which focuses on word-for-word accuracy, communicative translation prioritizes the overall message and emotional impact, allowing for adjustments in style, tone, and cultural context. This approach is particularly relevant in today’s globalized world, where effective communication across different languages and cultures is essential.

The aim of “Communicative Translation in The Current Translation Practices” is to enhance diversity in this literature by presenting real-life situations where Peter Newmark’s method of communicative translation could be used. Therefore, it is practical research carried out by the method of theoretical analysis. Firstly, some background on the practice of translation and translation studies is provided. This is also where present translation methods are discussed. It prepares the reader for discussions taking place further in this paper. Secondly, a brief reference is made to some concepts in pragmatics and semiotics, as communicative translation is intertwined with pragmatics. This allows for laying scientific grounds on which to establish the idea that language is affected by culture, and in turn, translation is affected by culture. Lastly, the concept of communicative translation is introduced. After the reader is familiarized with the five fields of translation in which correct handling of some culturally sensitive elements is key, real-life examples in those fields of translation are provided. It is discussed how communicative translation method could come in useful in discourses which are otherwise likely to produce negative results. The conclusion is that communicative translation proves a beneficial translation method in dealing with culturally sensitive material and avoiding cultural pitfalls. Additionally, Newmark’s communicative translation approach has played such a significant part in



translation theory studies and development that so many translators, teachers and translation-related staff have applied communicative translation approach to translation practice. And in cross-cultural situations, communicative translation approach has also set a certain place to reach some communicative activities or goals in terms of bilingual and bicultural communication rules or regularities. Nevertheless, there exists some misunderstanding in Newmark's communicative translation when it is being applied. And there are some unsolvable and impracticable problems in practical translation even with the guidance of communicative translation approach. And we can get this message from many articles which have appointed communicative translation approach as their core principle theory. With a review of Peter Newmark's text typology and his translation theory, it is not exaggerated to state that his translation theory can be considered as his biggest achievement and the most influential part of his researches. Thus, Newmark's translation methods gain much attention from the academic and translation fields, and this is his best-known contribution to translation.

The Principles of Communicative Translation:

1. Audience Awareness. At the heart of communicative translation is a deep understanding of the target audience. Translators must consider the cultural, social, and linguistic backgrounds of the readers, ensuring that the translation is not only understandable but also engaging and relatable. This may involve using idiomatic expressions or cultural references that resonate with the target audience, even if they differ from those in the source text.

2. Contextual Adaptation. Context plays a crucial role in communicative translation. Translators need to adapt the content based on the context in which it will be received. This includes understanding the purpose of the text—whether it is informative, persuasive, or entertaining—and adjusting the tone and style accordingly. For example, a marketing brochure would require a different approach than a technical manual, even if both are translations of the same source material.

3. Focus on Meaning Over Form. Communicative translation prioritizes the overall meaning of the text over its literal form. This means that translators may choose to alter sentence structures, replace specific words, or even omit certain elements to enhance clarity and fluency. The goal is to produce a translation that feels natural to the reader, allowing them to understand and engage with the content without being distracted by awkward phrasing or cultural mismatches.

4. Cultural Sensitivity. Effective communicative translation requires a strong awareness of cultural nuances. Different cultures have varying norms, values, and expectations that can significantly affect how a message is received. Translators must navigate these differences carefully, ensuring that the translation respects cultural sensitivities while still conveying the original message. This may involve modifying references or examples that could be misinterpreted or misunderstood in the target culture.

Challenges in Communicative Translation

Despite its many advantages, communicative translation is not without challenges. One significant issue is the potential for misinterpretation or loss of nuance. When translators prioritize meaning over form, they may inadvertently alter the original in-



tent of the text. Communicative translation focuses on conveying the meaning and intention of the source text in a way that resonates with the target audience. So there are some challenges involved:

cultural sensitivity (ensuring that the translation respects cultural norms and values is crucial to avoid misunderstandings or offending the audience);

contextual nuances (different cultures may have unique expressions, idioms, or references that do not have direct equivalents in another language);

tone and style (preserving the original author’s tone, style, and emotional undertone while making the text accessible to the target audience is challenging);

length and brevity (maintaining the message’s integrity while adapting it to fit the target language’s structural norms can lead to challenges in length and clarity);

ambiguity and polysemy (words or phrases with multiple meanings can create challenges in choosing the most appropriate translation that fits the context).

Navigating these challenges requires a deep understanding of both the source and target languages, as well as the cultural contexts involved. Successful communicative translation is not just about linguistic accuracy but also about effective communication.

To conclude, communicative translation is an essential approach in today’s interconnected world. By prioritizing audience engagement, contextual adaptation, and cultural sensitivity, translators can create meaningful and impactful texts that resonate with diverse readers. As globalization continues to shape our communication landscape, the ability to translate effectively and sensitively will remain a vital skill for bridging cultural divides and fostering understanding among people from different backgrounds. Anything that relates to, remains acceptable in, or creates the desired impact on a particular group alone unless structurally or lexically interfered with demands communicative translation. If this condition is met, the purpose of translation is served in accordance with the skopos theory. In addition, the translator can adjust the structure of the original sentences, change the modes of expression and add supplementary information to the version under the Communicative Translation Theory. However, this does not mean that the translator can be disrespectful to the original content. On the contrary, the translator should transmit the original information as precise as possible.

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