

COMPARATIVE ANALYSIS OF ETHICAL CONSIDERATIONS IN TRANSLATING SENSITIVE MEDIA TEXTS

Zikirova Nozima Muzaffar qizi

Master at Termez University of Economics and Service

Abstract. In the globalized world of the 21st century, media texts cross linguistic and cultural boundaries more frequently than ever before. Translators play a crucial role in this process, ensuring that news is accessible to audiences beyond the source language. However, translating media texts, especially those covering sensitive topics such as crime, politics, or personal tragedies, presents unique ethical dilemmas. These challenges are further complicated when translating between languages with distinct cultural, political, and historical contexts, such as Uzbek and English. This paper aims to explore the ethical considerations that arise in the translation of sensitive media texts from Uzbek to English and vice versa. Through case studies and comparative analysis, the study highlights how cultural norms, political environments, and journalistic standards influence translation practices. The focus will be on how translators navigate issues of bias, censorship, privacy, and cultural sensitivity when dealing with sensitive content.

Key words: translation, media texts, cultural, political, ethics, linguistics.

Annotatsiya. XXI asrning globallashgan dunyosida media matnlar har qachongidan ham tez-tez til va madaniy chegaralarni kesib o'tmoqda. Tarjimonlar bu jarayonda muhim rol o'ynaydi va yangiliklar manba tilidan tashqari auditoriyaga ham ochiq bo'lishini ta'minlaydi. Biroq, ommaviy axborot vositalari matnlarini, ayniqsa jinoyat, siyosat yoki shaxsiy masalalar kabi nozik mavzularni o'z ichiga olgan matnlarni tarjima qilish o'ziga xos axloqiy dilemmalarni taqdim etadi. O'zbek va ingliz tillari kabi madaniy, siyosiy va tarixiy sharoitlarga ega bo'lgan tillar o'rtasida tarjima qilishda bu qiyinchiliklar yanada murakkablashib bormoqda. Ushbu tezis nozik media matnlarini o'zbek tilidan ingliz tiliga va aksincha tarjima qilishda yuzaga keladigan axloqiy mulohazalarni o'rganishga qaratilgan. Tadqiqot misollar va qiyosiy tahlillar orqali madaniy me'yorlar, siyosiy muhit va jurnalistik standartlar tarjima amaliyotiga qanday ta'sir qilishini ta'kidlaydi. Asosiy e'tibor tarjimonlarning nozik kontent bilan ishlashda tarfakashlik, senzura, maxfiylik va madaniy sezgirlik masalalarini qanday boshqarishiga qaratiladi.

Kalit so'zlar: tarjima, OAV matnlari, madaniy, siyosiy, axloq, lingvistika.

Translating sensitive media texts involves navigating a complex web of ethical considerations that vary depending on cultural, linguistic, and contextual factors. On one hand, translators must maintain fidelity to the original text, preserving its meaning, tone, and intent. This is crucial in contexts like news reporting or legal documents, where accuracy is paramount to ensure that the information is conveyed truthfully and without bias. Theoretically and historically, as well as in terms of how they have developed within the field of translation studies, there are several noteworthy synergies between journalistic ethics and translation ethics. Accuracy, faithfulness, fidelity, loyalty, and, most importantly, impartiality are concepts that have long been considered ethical requirements for translating practice. On the other hand, translators face the ethical challenge of cultural sensitivity. They must be mindful of how certain expressions, symbols, or narratives may be perceived differently across cultures, potentially causing offense or misunderstanding. This requires a delicate balance between maintaining the authenticity of the source material and adapting it to align with the cultural norms and values of the target audience. Furthermore, issues of confidentiality and privacy play a significant role, especially when dealing with personal or proprietary information. Ensuring that sensitive data is protected and that translations do not inadvertently reveal confidential details is a crucial ethical obligation. Ethical standards in both translation and journalism are necessary for integration, accuracy, and truthfulness in communication, media, and journalism. Despite the fact that these two areas work in distinct environments, experts in both follow fundamental ethical principles. These guidelines guarantee that the material is accurate and benefits community welfare. Floros examines news translation scenarios where changes are made because of ideologically competing discourses by utilizing the idea of ethical relativity, which is the fluctuation of ethical grounding in translation as a result of subjective values and norms. He comes to the conclusion that the subjectivity of the standards controlling the majority of the profession (journalistic norms) pushes ethical thresholds to relatively low bounds in the case of news translation. Ultimately, translators must engage in a thoughtful, context-sensitive approach, guided by a strong ethical framework, to responsibly navigate the challenges inherent in translating sensitive media texts. Before delving into specific case studies, it is important to establish the theoretical underpinnings of ethics in media translation. Ethical considerations in this field can be broadly categorized into the following:

Translators are expected to maintain accuracy, faithfully conveying the meaning of the source text. However, sensitive topics often require balancing this

with cultural and emotional sensitivity to avoid causing unnecessary distress or misunderstanding.

Objectivity vs. Bias: Translators must strive to remain objective, but the media itself can be biased, especially in politically charged contexts. This raises questions about whether translators should reproduce the bias of the source or neutralize it.

Freedom of Information vs. Censorship: While freedom of information is a fundamental principle in journalism, translators working in or translating from countries with stricter media control, like Uzbekistan, may face censorship or self-censorship pressures.

Respect for Privacy: Reporting on personal tragedies or crimes often involves sensitive personal information. Translators must consider the ethical implications of translating and potentially amplifying such content across linguistic borders.

Cultural and Political Contexts: Uzbekistan vs. English-Speaking Countries. Understanding the cultural and political landscapes of Uzbekistan and English-speaking countries (primarily the UK and the US) is crucial to analyzing ethical dilemmas in media translation.

Uzbekistan: The media environment in Uzbekistan has historically been influenced by state control, with limited freedom of press during the Soviet era and the early years of independence. While recent reforms have opened the media landscape somewhat, censorship and self-censorship remain prevalent, particularly regarding political content. Respect for authority, community harmony, and national pride are key values that influence how sensitive topics are reported.

English-Speaking Countries: In contrast, media in the UK and the US operates under strong traditions of press freedom and investigative journalism. While ethical standards exist (e.g., respecting victims' privacy), there is often more leeway for critical reporting on politics and controversial social issues. The media is diverse, representing a wide range of political and social viewpoints, from conservative to liberal.

These differences shape the ethical decisions translators must make when moving texts between these contexts. Political news is a domain where ethical dilemmas frequently arise, especially when translating between countries with different levels of media freedom. Suppose an English-language news outlet publishes an investigative report detailing allegations of corruption against a high-ranking Uzbek official. Translating this article into Uzbek poses significant ethical challenges. Should the translator maintain the critical tone, risking potential repercussions from authorities, or soften the language to align with local media norms? Conversely, when translating a state-controlled Uzbek article that portrays

the government in an overly positive light into English, should the translator reproduce the bias or aim for a more neutral tone? The translator must balance the ethical duty of accuracy with the personal and professional risks associated with translating politically sensitive content in restrictive environments. Neutralizing bias in either direction may compromise journalistic integrity, but reproducing it could mislead the target audience.

Crime reporting involves sensitive information about victims, perpetrators, and their families. Ethical dilemmas arise when translating such reports across cultural contexts with different standards for privacy and sensationalism. In English-language tabloids, crime stories are often sensationalized, with graphic descriptions and personal details about victims and suspects. Translating such a report into Uzbek raises ethical questions about privacy and respect for victims, given the more conservative cultural norms in Uzbekistan. Uzbek media typically avoid sensationalism and may omit certain details out of respect for the individuals involved. Conversely, when translating a restrained Uzbek crime report into English, should the translator preserve the understated tone, or adapt the text to meet the expectations of an audience accustomed to more detailed reporting?

The translator must decide whether to prioritize the journalistic norms of the source or the cultural sensitivities of the target audience. Over-sensationalizing a crime story in Uzbek could cause undue distress, while under-reporting in English might fail to meet readers' expectations for transparency.

Reporting on personal tragedies, such as accidents, natural disasters, or personal losses, requires a delicate balance between informing the public and respecting the dignity of those affected. Imagine a news story about a devastating earthquake in Uzbekistan. An English news outlet may focus on the emotional impact, using personal stories and dramatic language to engage readers and encourage international aid. Translating this into Uzbek could clash with local cultural norms that favor a more stoic and respectful tone in the face of tragedy. Conversely, when translating a restrained Uzbek report into English, should the translator add emotional depth to appeal to the target audience, or preserve the original's reserved tone? Translators must navigate the fine line between emotional engagement and exploitation of personal tragedy. Over-emphasizing emotional elements can feel intrusive, while underplaying them might fail to convey the human impact of the event.

Understanding the cultural, political, and journalistic norms of both the source and target languages is crucial. Translators should be aware of the potential implications of their choices on both ends. Professional codes of ethics, such as those

from journalist associations or translator organizations, can provide guidance. For example, the Society of Professional Journalists' Code of Ethics emphasizes minimizing harm and maintaining accuracy, which can be applied in translation. In cases where translation choices could significantly alter the tone or meaning, translators can include annotations or translator's notes explaining their decisions. This is especially useful in academic or professional contexts where transparency is valued. Translators should work closely with editors, journalists, and other media professionals to ensure that ethical standards are met. This collaboration can help balance accuracy, sensitivity, and cultural appropriateness.

In conclusion, translating sensitive media texts between Uzbek and English indeed presents a multifaceted challenge that extends beyond mere linguistic precision. Translators must address ethical concerns such as political bias, privacy, sensationalism, and cultural sensitivity, which are paramount in ensuring responsible communication. The differing media landscapes of Uzbekistan and English-speaking countries add layers of complexity, as translators must adeptly balance the distinct norms and expectations inherent in each environment. To navigate these intricacies, translators can employ strategies like developing contextual awareness, adhering to ethical guidelines, and fostering transparency throughout the translation process. This thoughtful approach helps to mitigate ethical dilemmas and reinforces the translator's role as a cultural mediator. By doing so, translators not only bridge languages but also facilitate a respectful exchange of ideas and information, ensuring that sensitive content is communicated with care and integrity across cultural boundaries.

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