

LINGUOSEMIOTIC ANALYSIS IN TRANSLATING CULTURALLY SIGNIFICANT TEXTS: AN INTERDISCIPLINARY APPROACH

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Linguosemiotic analysis is a powerful tool for translating texts, especially those rich in cultural and symbolic meanings. This approach allows translators to more accurately convey meaning while preserving the cultural characteristics and stylistic elements of the source text. This article examines the basic concepts of linguosemiotics and their application in translating culturally significant texts, providing examples and discussing challenges and solutions.

Linguosemiotics combines elements of linguistics and semiotics to study sign systems. Key concepts include:

- Sign: A unit consisting of a signifier (form) and a signified (meaning).
- Code: A system of rules for creating and interpreting signs.
- Context: The situation in which a sign is used that influences its interpretation.
- Interpretation: The process of perceiving and understanding signs.
- Meaning and sense: Denotation (literal meaning) and connotation (additional associations).

Application of linguosemiotic analysis in the translation of culturally significant texts:

1. Translation of metaphors: Metaphors are often culturally specific. Linguistic semiotic analysis helps to find equivalents that convey the same meaning. For example, the English metaphor "breaking the ice" can be translated into Uzbek as 'muzni eritmoq', retaining the cultural association.

2. Translation of idioms: Idioms are set expressions. For example, the French idiom "avoir le cafard" (literally "to have a cockroach") is translated into Russian as "to be sad" or "to be depressed."

3. Translation of cultural realities: Linguosemiotic analysis allows you to adapt the text for the target audience. For example, references to holidays or traditions in the source text can be replaced with similar elements of the target culture.

Problems and solutions when using linguosemiotic analysis:

Problem 1: Cultural differences. Cultural differences between the source and target languages can significantly complicate translation. Culturally significant elements, such as customs, traditions, symbols, may not have direct analogues in the target culture. This may result in significant aspects of the text being lost or misinterpreted.

Solutions:

- **Consulting Cultural Experts:** Consulting experts familiar with both the source and target language cultures can help find suitable equivalents or explanations for cultural elements.
- **Using parallel texts:** Analyzing texts translated into the target language that contain similar cultural elements can provide insight into possible solutions.
- **Notes and Comments:** Including notes and comments in a translation to explain cultural elements can be helpful for readers unfamiliar with the source culture.

Problem 2: Linguistic differences. Grammatical, syntactic, and lexical differences between languages can make it difficult to accurately convey meaning. Some language structures may not have direct analogues in the target language, which complicates the translation process.

Solutions:

- **Adaptation of grammatical and syntactic structures:** Translators can adapt the structure of a sentence to make it understandable to the target audience while maintaining the original meaning.
- **Using paraphrases:** Paraphrasing complex structures or terms can help convey meaning more accurately.
- **Machine translation technologies:** Modern machine translation systems can help identify complex linguistic structures and suggest possible solutions.

Problem 3: Subjectivity of interpretation. Different translators may interpret signs and symbols differently, which can lead to variability in translations. The translator's personal experiences and cultural background can influence the interpretation process.

Solutions:

- **Creation of translation guidelines and standards:** Developing detailed guidelines and standards for translators will help ensure consistency and accuracy of translations.
- **Teamwork:** Having several translators work together on the same text can help to take into account different points of view and find the most suitable translation.

- Feedback and editing: Including an editing step and receiving feedback from other experts can improve the quality of the translation and reduce subjectivity.

Problem 4: Preservation of stylistic features. Translating texts rich in stylistic features such as humor, irony, and poetry can be a challenging task. Stylistic elements often depend on the specific linguistic context and cultural background.

Solutions:

- Creative Translation: Translators can use creative methods to convey stylistic features, creating an equivalent effect in the target language.
- Comparative analysis: Comparing original and translated texts with similar stylistic elements will help find suitable solutions.
- Working with the author: If possible, collaborating with the author of the original text can help to better understand his stylistic intentions and find the most appropriate ways to convey them.

Issue 5: Technical and terminological differences. Translation of scientific, technical and specialized texts requires precise use of terms and concepts. Inaccuracies in terminology may lead to misinterpretation of the text.

Solutions:

- Glossaries and terminology databases: The use of glossaries and databases with translations of specialized terms will help ensure the accuracy of the translation.
- Consulting Experts: Consulting experts in the field will help clarify the meaning and correct use of terms.
- Training and development: Ongoing training and development of translators in specialized areas will help improve their competence and accuracy of translations.

These problems and proposed solutions will help translators use lingo-semiotic analysis more effectively, ensuring high quality translations and accurate preservation of the meaning and cultural characteristics of the source texts.

Examples of application of linguosemiotic analysis:

1. Literary translations: Translation of works of classical literature taking into account cultural and historical contexts.

2. Scientific texts: Adaptation of scientific publications for different linguistic and cultural audiences, taking into account the specifics of terminology and style.
3. Legal documents: Ensuring accuracy and legal equivalence when translating legal texts.

Lingvosemiotic analysis is an integral tool for translating culturally significant texts, combining linguistic and semiotic approaches for a deeper understanding and transmission of meaning. Its application allows translators to overcome the numerous challenges associated with cultural, linguistic and stylistic differences between the source and target languages.

The use of linguosemiotic analysis helps ensure the accuracy and adequacy of the translation, while avoiding literal transfer, which can distort the original meaning. This is especially important when translating metaphors, idioms and culturally significant texts, where accuracy and cultural adaptation are key. Lingvosemiotic analysis contributes to the preservation of cultural characteristics and stylistic elements of the source text, which is important for achieving high-quality translation. In modern conditions of globalization and intercultural communication, the role of high-quality translation is becoming increasingly important. Linguistic semiotic analysis provides translators with methods and tools for solving complex problems associated with the interpretation and transmission of meaning. This not only improves the quality of translations, but also strengthens intercultural understanding and cooperation.

Thus, linguosemiotic analysis is an important component of modern translation studies, offering an interdisciplinary approach to solving translation problems. Its use allows for a deeper and more accurate understanding of the source text and its adaptation to the target audience, making translations more relevant and effective. It is important to continue the development and integration of linguosemiotic analysis into translation practice to improve its quality and achieve new heights in intercultural communication.

List of used literature

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