

THE NOTION OF TRANSLATION METHODS AND TECHNIQUES

Akhmedova Muyassar

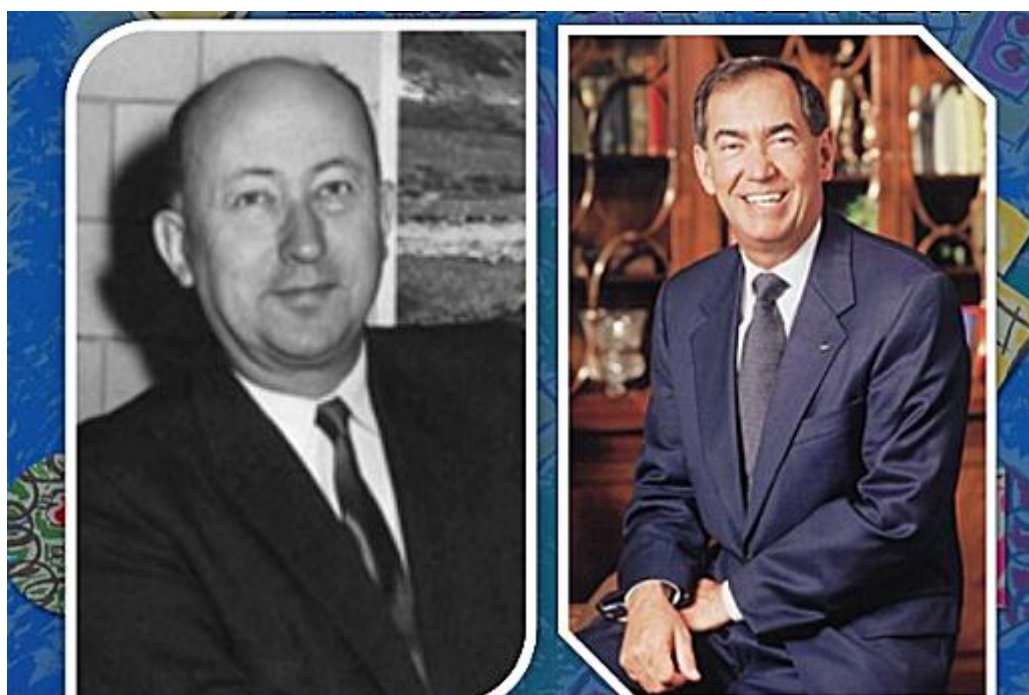
lecturer, Fergana State University, Uzbekistan, Fergana city.

Abstract: *The process of translation may seem like a mere exchange of words and phrases from one language to another but as any quality freelance translator will tell you, there is a lot more to it than that. A good translator will use a variety of translation techniques and methods depending on the language it's being translated into and the target market it's aiming to reach.*

Keywords: *translation, methodology, innovation, pedagogy, speech culture.*

INTRODUCTION: In history, the translation of writing goes back as far as the Mesopotamian era and is believed to have started with the epic Sumerian poem, *The Gilgamesh*, which was translated into a variety of Asian languages around the second millennium BC. The need for translation began to increase with the development of religious texts and theories. The word translation is derived from a Latin term that means “to bring or carry across”. The word *metaphrasis* in Ancient Greek, which means “to speak across” created the word metaphrase which was the first term for a “word-to-word” translation. As translation and translation studies became more common, defined techniques and methods took form.

TRANSLATION METHODS AND TECHNIQUES



Vinay and Darbelnet – [Time Toast](#)

J.P. Vinay and J. Darbelnet were pioneers of translation studies as they created and published formalised translation procedures in 1958 with their book titled, *Comparative Stylistics of French and English: A Methodology for Translation*. It was one of the first times translation methods had been categorised and since it has become the basis of technique for modern multilingual translation services.

While a translation method can be applied to an entire translated text, translation techniques and types of translation vary based on what elements will be translated. Vinay and Darbelnet detailed seven different techniques within two methods of translation. This method is used when similar concepts and structures of the source language can be used in the translated language. Languages need to be similar in a variety of ways for these techniques to work as these types of translation techniques are not able to capture a lot of nuances found in language.

Borrowing Technique – *Is A Technique That Involves Borrowing A Word From One Language And Using It In Another. So The Translator Will Make The Conscious Choice To Retain A Word While Translating The Rest Of The Sentence. You'll Often See This With English As The English Language Tends To Borrow Many Words From Other Languages. While Not Explicitly A Translation Technique It Is Common With Globally Familiar Words.*

Borrowing examples: *sombrero, café, kimono, hamburger, kimchi*

Calque Technique – *Many Words Don't Translate Well Into Other Languages, The Calque Technique Is Used By Translators In This Instance. A Translator Will Coin And Come Up With A New Word Or Term In The Translated Language.*

Calque examples: *gratte-ciel* in French is a calque of 'skyscraper'. An 'Adam's apple' is calque of the French phrase *pomme d'Adam*. Beer garden is a calque of the German *biergarten*.

Literal Translation Technique – This Technique Is The Most Straightforward In That Each Word Is Translated Directly. This Is Generally Ineffective For Languages That Are Not Closely Related And Is Generally Only Used With Select Legal Or Corporate Translation.

Indirect Or Oblique Translation Method

This method is most often used when languages and cultures are substantially different, such as English to Chinese translation. This method will usually change the structural or conceptual elements of the text to preserve its meaning.

Transposition – *This Technique Involves A Shift From One Grammatical Structure To Another, Usually With Languages That Have Different Grammar Structures.*

Transposition example: Rendering a French noun with an English verb, *Je l'ai vu avant la rentrée* can be directly translated to English as "I saw her before school started", this changes the noun *la rentrée* into a verb.

Modulation – *The Modulation Technique Is Extremely Common In Marketing When Localizing Into A New Market. Modulation Changes And Adjusts The Original Text Completely But It Preserves The Same Meaning And Patterns So That It Is Recognisable In Target Translated Language.*



Modulation examples: *Lebensgefahr* in German means danger to life, whereas in English we would say “danger of death”. A literal translation of this phrase from English to German would sound odd and confusing to a German person. Another example is how French speakers refer to the top floor of a building as *dernier étage* which translates as “last stage” in English. A literal translation of this phrase from French to English would baffle many prospective English apartment buyers and renters.

Equivalence/Reformulation – *Similar To Modulation And Also An Essential Technique For Any Localization Strategy, This Technique Preserves The Meaning Of An Expression Or Proverb By Using Something Equivalent In The Translated Language.*

Equivalence/reformulation examples: The English phrase “It’s pouring,” which refers to a downpour of rain doesn’t translate into German but the meaning can be altered to give the same effect, *es regnet in Strömen* (It rains in streams).

Adaptive – *This Technique Is A Sort Of Cultural Substitution Or Equivalent In That One Cultural Element Is Replaced With One That Will Be Better Suited And Understood In The Language And Region It’s Being Translated To.*

Adaptive examples: Baseball or NFL football in the US □ Football in England

Out of these basic and common techniques, how do you know what translation tools, translation techniques or methods are the best for your business or localization strategy? Every business, strategy and approach is different so the best way to get a return on your investment is to use certified translation services. Quality translators will assess your documents, software, website, eLearning platform or eCommerce software to ensure that your business successfully reaches your target market and audience.

Into23 offers high quality translation services in any language your business needs. [Contact us today](#) for a free quote so we can help your business enter new markets. What are the best translation methods?

1. Word-for-word translation

Linguists translate individual words according to their most literal meaning with little or no consideration of context. Because word-for-word doesn’t take into account grammatical, semantic or cultural differences between languages, the original word order remains as is. Typically, word-for-word translation does not render quality translations (think machine translation), although the reader should note that word-for-word works well on documents like medical research reports.

2. Literal translation

When it comes to literal translation, linguists translate grammatical structures of source text into close equivalents in the target language. In this case, **words are translated without paying attention to connotations between them**. Contrary to the word-for-word method, literal translation focuses on context and strives to find metaphorical equivalents in the target language.

3. Communicative translation

Reflecting the exact contextual meaning of the source text into the target language defines communicative translation. Readers receive a fully understandable, acceptable message. Communicative translation takes into account context, culture, grammar, and semantics, thus preferred by many specialists. Although it’s not always the most technically accurate option, it communicates



meaning in a natural way and is frequently used when translating text that contains culture-specific idioms, proverbs or word play.

4. Semantic translation

In a semantic translation scenario, one strives to convey the syntactic and semantic structures of the source language in the target language. This method most closely reproduces the original text in a foreign language, while maintaining context and culture. At the same time, **semantic translation puts greater emphasis on the aesthetic value** of the source text, is more flexible, and gives the translator more freedom for creativity.

5. Adaptation

Adaptation uses **modification or even total rewriting of source text language** to find equivalents in the target language, while conveying the same message as the original content. Often referred to as **transcreation**, specialized linguists can assist when presenting messaging or ideas in ways totally different from the source content to the intended public.

Even though various **translation methods** exist, a quality translation can't be obtained with any one singular method. Depending on the source and target language, audiences, culture, and semantics, it's crucial to combine different strategies to create a satisfying translation that will resonate with global audiences everywhere.

At **Acculing**, we offer comprehensive solutions that incorporate the above mentioned methods to achieve results that meet customer expectations. Depending on your preferences and budget, *we will combine elements of word-for-word, transcreation, and other approaches to achieve results that deliver the best value for your money.*

REFERENCES:

1. Nurmatova, I., Shodmonova, M., Maxmuda, O., Gulsevar, K., & Durdonga, S. (2021). Functional Study Of The Impact Of Tourism On The Economy. *The American Journal of Interdisciplinary Innovations Research*, 3(01), 137-141.
2. Nurmatova, I. (2022). Social Technologies of Ethical Normalization at a New Stage of Development. *American Journal of Social and Humanitarian Research*, 3(6), 18-21.
3. Nurmatova, I. (2022). The role of ethical normalization in the formation of the spiritual environment of society. *Asian Journal of Multidimensional Research*, 11(4), 81-85.
4. Iroda, N., Tursunoy, E., Farangiz, I., Ergashxon, A., & Shahnoza, I. (2021). The main approaches to the study of aging and the tasks of gerontology. *ACADEMICIA: AN INTERNATIONAL MULTIDISCIPLINARY RESEARCH JOURNAL*, 11(1), 1089-1092.
5. Нурматова, И. А. (2021). Ҳозирги даврда оила тарбиясини юксалтиришнинг устувор йўналишлари. *Молодой ученый*, (5), 384-386.
6. Nurmatova, I. A. (2022). Trends in Social Reality and Moral Outlook. *CENTRAL ASIAN JOURNAL OF THEORETICAL & APPLIED SCIENCES*, 3(8), 7-9.
7. Nurmatova, I., Tillaboeva, S., Vaxobova, G., Mamatobilova, A., & Abdubannopova, S. (2021). THEORETICAL AND METHODOLOGICAL FUNDAMENTALS OF



- INCREASING THE EXPORT POWER OF THE REGION. *Экономика и социум*, (3-1), 215-217.
8. Nurmatova, I., Nabieva, H., & Sirojiddionova, M. (2020). Challenges of child personality in a defective family. In *Наука сегодня: теоретические и практические аспекты* (pp. 39-40).
 9. Нурматова, И. А. (2022). Роль этической нормализации в стабильности духовной среды общества. In *Социальные институты в правовом измерении: теория и практика* (pp. 59-64).
 10. Nurmatova, I., Amirqulova, O., & Qayumov, E. (2021). INNOVATION IN EDUCATION REFORM YOUTH IN SOCIAL DEVELOPMENT. *Экономика и социум*, (1-1), 208-209.
 11. Karimov, U. U. (2023). THE IMPORTANCE OF FAMILY EDUCATION AND EDUCATION IN THE DEVELOPMENT OF CIVIL SOCIETY. *Gospodarka i Innowacje.*, 41, 580-588.
 12. Karimova, G. Y. (2023). THE IMPORTANCE OF THE FORMATION OF CIVIC ENGAGEMENT AND SOCIAL ACTIVITY AMONG YOUNG PEOPLE. *Gospodarka i Innowacje.*, 41, 563-570.
 14. AXMEDOVA, M., VAXROMJONOVA, S., AKHMEDOVA, D., & KARIMOVA, S. ТЕОРИЯ И ПРАКТИКА СОВРЕМЕННОЙ НАУКИ. *ТЕОРИЯ И ПРАКТИКА СОВРЕМЕННОЙ НАУКИ Учредители: ООО "Институт управления и социально-экономического развития"*, (12), 15-17. Axmedova, M., Vaxromjonova, S., Akhmedova, D., & Karimova, S. (2021). CREASING THE ROLE OF WOMEN IN THE SPIRITUAL AND POLITICAL LIFE OF THE INDEPENDENT REPUBLIC OF UZBEKISTAN. *Теория и практика современной науки*, (12 (78)), 15-17.
 15. Ахмедова, М. М., & Юлдошева, Н. Ж. (2022). ГЕНДЕР МУНОСАБАТЛАРИ УМУМИНСОНИЙ МАДАНИЯТЛАР ТИЗИМИДА. *Форум молодых ученых*, (10 (74)), 15-18.
 16. Ахмедова, М. М., & Давлатбоева, Г. Х. (2022). ОЙЛА СОҒЛОМ ЭКАН, ЖАМИЯТ МУСТАҲКАМ, МАМЛАКАТ БАРҚАРОРДИР. *Теория и практика современной науки*, (10 (88)), 38-41.
 17. Rahimjonova, X., & Ahmedova, M. (2022, November). BOLALARGA CHET TILINI O'RGATISHNING PSIXOLOGIK JIHATLARI. In *INTERNATIONAL CONFERENCE DEDICATED TO THE ROLE AND IMPORTANCE OF INNOVATIVE EDUCATION IN THE 21ST CENTURY* (Vol. 1, No. 8, pp. 151-154).
 18. Urinbekov, J., & Ahmedova, M. (2023). NOTICING GRAMMAR IN L2 ENGLISH LANGUAGE WRITING AND WAYS OF SOLVING THEM. *Fergana State University Conference*, 161. Retrieved from <https://conf.fdu.uz/index.php/conf/article/view/2673>
 19. Abdullayev Abdurashid Abdusattor o'g'li, & Ahmedova Miyassar. (2023). COMPARATIVE ANALYSIS OF FOOTBALL TERMINOLOGY IN ENGLISH AND UZBEK. *Fergana State University Conference*, 08. Retrieved from <https://conf.fdu.uz/index.php/conf/article/view/2516>



20. Axmedova , M., & Mamatqulova, S. (2023). DIFFERENT WAYS TO LEARN ENGLISH. *Fergana State University Conference*, 29. Retrieved from <https://conf.fdu.uz/index.php/conf/article/view/2539>
21. Axmedova , M., & Jo‘raqulova, S. (2023). ROLE OF INFORMATION TECHNOLOGY IN TEACHING FOREIGN LANGUAGES. *Fergana State University Conference*, 28. Retrieved from <https://conf.fdu.uz/index.php/conf/article/view/2538>
22. Miyasar, A. (2023, December). SOME PROFESSIONAL FEATURES IN TRANSLATION OF DIFFERENT TYPE OF TEXTS. In *Fergana state university conference* (pp. 15-15).

