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## TRANSLATION STRATEGIES AND METHODS

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Translation has typically been used to convert written or spoken SL texts into equivalent written or spoken TL texts. In general, the purpose of translation is to reproduce various types of texts, including religious, literary, scientific and philosophical texts, in another language and thus make them available to a wider readership.

The difference between SL and TL, as well as differences in their cultures, makes the process of translation a true challenge. Among the problematic sides associated with translation, such as form, meaning, style, proverbs, idioms, etc., this article will focus on CSC translation procedures and strategies.

### 2. Translation procedures, strategies and methods

The translation procedures described by Nida (1964) are as follows:

Technical procedures: analysis of source and target languages;

continuous study of the text in the source language before attempting to translate it;

Making judgments about semantic and syntactic approximations. (PP. 241-45)

Organizational procedures: regular check of the attempt made; comparing it with existing translations of the same text by other translators, and testing the communicative value of the text by asking readers in the target language to evaluate its truthfulness and value and observing their reactions (PP. 246–47).

Jaaskelainen (2005:16) divides this into two types, namely global strategies and local strategies: “global strategies refer to general principles and modes of action, while local strategies refer to specific actions related to problem solving and decision making by the interpreter. “manufacturing”.

Literal translation: in which FL grammatical structures are converted to their closest TL equivalents, but lexical words are again translated separately, out of context.

Correct translation: it attempts to reproduce the exact contextual meaning of the original within the constraints of the TL grammatical structures.

Semantic translation: which differs from “authentic translation” only in that it must take into account the aesthetic value of the SL text to a greater extent.

Adaptation: The freest form of translation, used mainly for plays (comedies) and poetry; themes, characters, plots are usually preserved, the culture of the FL is converted into the culture of the TL, and the text is rewritten.

Free translation: It creates TL text without the style, form or content of the original.

Idiomatic translation: It reproduces the “message” of the original, but tends to distort the nuances of meaning, preferring colloquial expressions and idioms where they are not in the original.

Communicative translation: it attempts to convey the exact contextual meaning of the original in such a way that both content and language are easily acceptable and understandable to the reader (1988b: 45-47).

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In order to clarify the difference between procedure and strategy, the following section will discuss the procedures for translating culture-specific terms.

The following are the various translation procedures that Newmark (1988b) suggests:

**Transfer:** this is the process of transferring the word of the FL into the text of the TL. It includes transliteration and is the same as what Harvey (2000:5) called “transcription”.

**Naturalization:** it adapts the FL word first to normal pronunciation and then to normal TL morphology. (Newmark, 1988b:82)

**Cultural equivalent:** this means replacing a cultural word in SL with a word in TL. however, “they are inaccurate” (Newmark, 1988b: 83).

**Functional equivalent:** requires the use of a culturally neutral word. (Newmark, 1988b:83)

**Descriptive equivalent:** In this procedure, the meaning of CBT is explained in a few words. (Newmark, 1988b:83)

**Component Analysis:** This means “comparing a FL word with a TL word that has a similar meaning, but is not an obvious one-to-one equivalent, by showing first their common and then their different semantic components”. (Newmark, 1988b:114).

**Synonym:** it’s “almost equivalent to TL”. Here economy is more important than accuracy. (Newmark, 1988b:84).

**Shifts or transpositions:** this includes changing grammar from FL to TL, for example (i) changing from singular to plural, (ii) a change needed when a certain FL structure is missing in the TL, (iii) changing a FL verb to a PI word, changing the group of nouns FL to the noun TL and so on. (Newmark, 1988b:86)

**Modulation:** this happens when the translator reproduces the message of the source text in the FL text in accordance with the current FL norms,

**Recognized translation:** This occurs when the translator “generally uses the official or accepted translation of any institutional term”. (Newmark, 1988b:89)

**Compensation:** occurs when a loss of meaning in one part of a sentence is compensated for in another part. (Newmark, 1988b: 90)

**Paraphrase:** This procedure explains the meaning of CBT. Here the explanation is much more detailed than the descriptive equivalent. (Newmark, 1988b:91).

**Couplets:** This happens when the interpreter combines two different procedures. (Newmark, 1988b:91).

The various strategies chosen by translators in conveying allusions seem to play a decisive role in the recognition and perception of the connotations they convey. If a novice translator translates a literary text without paying due attention to allusions, the connotations will most likely not be conveyed as a result of the translator not recognizing them.

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