

PRAGMATIC FACTORS AND THEIR ROLE IN TRANSLATION

*Shakhlo Akmalovna Alimbayeva**Senior Lecturer, Tashkent State Technical University, Uzbekistan**Malika Mekhriddinovna Khusamiddinova**Senior Lecturer, Tashkent State Technical University, Uzbekistan*

Annotation: This article discusses pragmatic factors and their importance in the translation process. Pragmatic factors play an important role in accurately and precisely conveying the content of the text through various cultural, linguistic, social and contextual aspects. The author analyzes the methods of identifying pragmatic factors and their effective use in the translation process. The article discusses the communicative function of the text, how cultural differences and linguistic subtleties affect translation. It also considers the strategies necessary for the translator to correctly understand the communicative intention and convey it in accordance with the original meaning.

Keywords: Pragmatic factors, translation theory, linguistic context, cultural differences, communicative intention, contextual analysis, translation strategies.

Introduction: In today's era of globalization, the process of communication between different languages and cultures is increasingly expanding. Translation continues to play a key role in this process. Translation is not only a linguistic activity, but also an important bridge for intercultural communication. From this point of view, the issue of taking pragmatic factors into account in the translation process is of urgent importance. Pragmatics is a branch of linguistics that studies communicative meanings, that is, the context-dependent aspects of speech, which play a key role in correctly conveying the meaning and function of the text in the translation process.

Taking into account pragmatic factors requires not only ensuring linguistic compatibility, but also taking into account cultural context, communicative intention, audience, and other factors related to the situation. This article is devoted to the identification of pragmatic factors, their role in translation and the analysis of methods for their effective use. At the same time, the impact of these factors on the quality of translation is also considered.

Main part: Pragmatics is a field that studies not only the linguistic structure of a language, but also the context of its use. Taking into account pragmatic factors in the translation process plays an important role, first of all, in correctly interpreting the original meaning of the text and conveying it to the intended audience. For example, the same linguistic structure can have different meanings in different contexts, and the translator must take these subtleties into account.

Example: A literal translation of the English phrase "It's raining cats and dogs" ("It's raining cats and dogs") distorts the original meaning. A pragmatic approach requires translating this phrase as "It's raining heavily" in accordance with its meaning.

Cultural differences are an important component of pragmatic factors. Each language and culture has its own worldview, values, and norms of communication. Therefore, during the translation process, an expression that conveys a certain meaning in one culture may seem completely wrong or awkward in another culture.

The French phrase “Bon appétit!” is often left untranslated into English, as it is not commonly used in English. However, when translated into Uzbek, a suitable equivalent such as “Yoqimli ishtaha!” is used.

One of the main tasks of the translation process is to correctly understand and preserve the communicative purpose of the text. The communicative intention is the main goal that the author wants to convey to the listener or reader. Therefore, the translator must convey not only the words, but also the content, tone and function of the text in a unique way.

Example of pragmatic problems: Humor or wordplay can be a great difficulty in translation. For example, a literal translation of the English joke “I’m reading a book on anti-gravity. It’s impossible to put down!” would be meaningless. The translator must reinterpret this expression in a way that is appropriate for the other culture.

Linguistics is important in identifying pragmatic factors and analyzing context. A translator must deeply study the contextual features of a text, including time, place, and the relationship between speaker and listener. By understanding pragmatic nuances, a translator adapts the text to the target language while preserving its original meaning.

A translator uses a number of strategies to take pragmatic factors into account. The main approaches are:

Equivalence: Finding semantically equivalent expressions that preserve the meaning of the original text.

Dynamic adaptation: Reinterpreting the text in a way that suits the needs of the listener or reader.

Translating as directly as possible: Only changing the main context and content.

Pragmatic factors play an important role in translation because they are necessary for the correct transmission of the meaning and function of the text. A translator can produce a quality translation by having a deep understanding of the linguistic, cultural, and contextual aspects of pragmatics. This article reveals the practical importance of applying a pragmatic approach for translators and linguists. Pragmatic thinking can not only improve the quality of translation, but also enhance intercultural communication.

Result and discussions: Pragmatic factors play a complex and multifaceted role in the translation process, since each language has its own linguistic structure and cultural context. This article provides an in-depth analysis of the theory of pragmatics and its impact on translation practice. The main aspects are discussed in detail below:

As a result of linguistic differences, some expressions or speech forms that are natural for one language or culture may be completely unknown or inconvenient in another. As the analysis

revealed, in order to overcome these differences, the translator must identify pragmatic factors and apply a strategy to adapt them to both languages and cultures.

Example: Literal translation often leads to a loss of the original meaning, especially in the translation of cultural expressions and phraseological units. A pragmatic approach helps to preserve the communicative meaning of the text.

During the analysis, the importance of cultural adaptation in the translation process was highlighted. The same expression or expression in different cultures reflects different norms of communication. Therefore, taking into account the cultural context in the translation process allows you to preserve not only the meaning, but also the expressiveness of the text.

Example: Due to the differences between Eastern and Western cultures, different methods are used to express the same ideas. The translator must work with these differences in mind.

The analysis shows that the translator's ability to correctly understand and preserve the communicative intent of the text is an important factor determining the success of the translation. It turns out that misinterpretation from a pragmatic point of view can distort the meaning of the text or make it ineffective for the intended audience.

Example: Translating the tone and style of formal speeches or language used in social settings appropriately requires a high level of pragmatic thinking.

The article examines the effectiveness of translation strategies based on a pragmatic approach. Dynamic equivalence, linguistic adaptation, and contextual analysis were recognized as the most successful methods in taking pragmatic factors into account.

The results of the analysis show that taking into account pragmatic factors ensures the success of the translation not only linguistically, but also culturally and communicatively. The main results of the analysis are presented below:

Preserving the original meaning of the text: Taking into account pragmatic factors helps to preserve the main purpose and function of the text.

Expressing cultural identity: Translating taking into account cultural differences facilitates the process of understanding and accepting the text for the reader or listener.

Increasing communicative effectiveness: A pragmatic approach ensures a translation that meets the needs of the reader and listener, which leads to the successful transmission of the communicative intention.

Developing the translator's creative abilities: Pragmatic thinking and contextual analysis encourage the translator to take a creative approach, which increases the quality of the translation process.

As a result, a translation that takes into account pragmatic factors serves to increase the effectiveness of intercultural communication. This article is useful for translators not only in the

formation of theoretical knowledge, but also in the formation of practical skills, and creates a basis for the development of new approaches in the field of translation.

Conclusion: Taking into account pragmatic factors in the translation process is crucial for correctly conveying the original meaning, communicative intention and functional function of the text. Pragmatics increases the effectiveness of translation by ensuring not only linguistic compatibility, but also taking into account cultural, social and contextual factors. As noted in the article, each language and culture is characterized by its own worldview and communicative rules, which requires the translator to have a deep understanding not only of the language, but also of the context and cultural differences. By taking into account pragmatic factors:

- The communicative purpose of the text is correctly interpreted;
- Misunderstandings arising from cultural differences are eliminated;
- The text is adapted to the audience of the reader or listener;

A creative approach is used when translating puns, idioms, and other complex linguistic elements. The translator must also be pragmatically flexible, apply different strategies for each text, and focus on communicating the text to the target audience. Pragmatic analysis develops not only the translator's linguistic abilities, but also his intercultural competence.

The article discusses the role of pragmatic factors in improving the quality of translation and strategies for their effective integration into the translation process. This approach serves as a valuable practical and theoretical basis not only for translators, but also for linguists and cultural scholars. Translation based on pragmatics contributes to the development of intercultural relations and the effectiveness of global communication.

REFERENCES:

1. Sultanova, S. A., Yusupovich, K. I., & Alimbayeva, S. A. (2022). Linguistic properties of electronic dictionary of grammar terms. *International Journal of Health Sciences*, 6(S3), 11471–11475. <https://doi.org/10.53730/ijhs.v6nS3.8715>
2. Абдуллаева, Мархабо Рахмонкуловна. "Национальный колорит в художественном переводе (узбекском языке)." Проблемы и перспективы развития России: Молодежный взгляд в будущее. 2018.
3. Shahlo Akmalovna Alimbayeva, & Malika Mexriddinova Xusamiddinova. (2024). ONLAYN MASHG'ULOTLARNI TASHKIL QILISHNING ILMIY-USLUBIY MASALALARI. *PEDAGOGS*, 56(1), 143–146. Retrieved from <https://pedagogs.uz/ped/article/view/1134>
4. Абдуллаева, Мархабо. "НАЦИОНАЛЬНО-КУЛЬТУРНЫЕ ОСОБЕННОСТИ ПЕРЕВОДА ПРОЗЫ (на примере прямых переводов с английского языка конца XX-начала XXI века)." *Предпринимательства и педагогика* 3.4 (2024): 3-10.
5. RAXMONKULOVNA, ABDULLAYEVA MARXABO. "ESP/EAP O'QUVCHILARINING MAXSUS LUG'ATLARGA BO'LGAN EHTIYOJLARI. *International Scientific and Current Research Conferences*, 1 (1), 291–299." 2023,
6. Abdullayeva M. Razikova N. Agata Kristining individual uslubi va tarjima muammosi ("10 ta negr bolasi" romani misolida). *Ilm fan yangiliklari konferensiyasi*, - Andijon. Volume 6, Issue 02. (2025), Pages 3-5

7. Saidova, M. A. (2024). CONTROL OF SPEECH SKILLS AND SKILLS IN TEACHING FOREIGN LANGUAGES. SUSTAINABILITY OF EDUCATION, SOCIO-ECONOMIC SCIENCE THEORY, 2(17), 235-239.
8. Saidova, M. A. (2024). FORMATION OF COMPONENTS OF PRAGMATIC COMPETENCE IN A FOREIGN LANGUAGE IN STUDENTS. PEDAGOGS, 55(1), 48-52.
9. Abdullaeva, Z. S. (2024). METHODS OF TEXT LINGUISTIC EXPERTISE. PEDAGOGS, 55(1), 115-118.
10. Abbasovna, S. M. (2022). Determine pragmatic competence by listening in practical sessions. Journal of Academic Research and Trends in Educational Sciences, 1(6), 139-142.
11. Fuzaylova, N. A. (2024). USE TECHNOLOGY IN MATERIAL DESIGN, LESSON PROCEDURES, AND ASSESSMENT. INNOVATIVE DEVELOPMENTS AND RESEARCH IN EDUCATION, 3(33), 141-143.
12. Djampulatova N. M. Improving the Level of Communication Development of Students //Journal of Higher Education and Academic Advancement. – 2024. – T. 1. – №. 2. – C. 180-185.
13. Djampulatova, N. (2022). Ways to improve communicative competence in English in creating an integrative learning environment.
14. Yakubov, O. A. (2020). ASSOCIATION METHOD AS A WAY TO IMPLEMENT INNOVATIVE APPROACHES. CUTTING EDGE-SCIENCE, 8.
15. Djampulatova, N. M. (2021). COMMUNICATIVE DIFFICULTIES IN ENGLISH AND WAYS TO OVERCOME THEM. Гуманитарный трактат, (100), 10-11.
16. Quryozova, G. A. (2024). ACTIVE METHODS IN TEACHING EFL FOR YOUNG LEARNERS. PEDAGOGIK TADQIQOTLAR JURNALI, 2(1), 220-222.