

PROBLEMS OF TRANSLATION OF NEOLOGISMS FROM ENGLISH INTO RUSSIAN AND THEIR SOLUTIONS

Sayitova Komila Xasanboyevna
Bukhara State Technical University
Bukhara, Uzbekistan

Annotation: The article deals with the ways of appearing neologisms in a language and their translation into Russian. It is stated about the problems concerning the translation of neologisms and suggested some solutions.

Key words: translation, interpret, neologism, neology, lexical unit, authorial neologisms, descriptive translation, conversion.

I. Introduction.

In modern society, translation has become active due to the diversity of contacts between countries. In translation, language, as the main means of human communication, as well as the art of translation, is of great importance. As

Ya.I. Retsker notes, "...translation is the process of interpreting the meaning of a text and, consequently, producing an equivalent text that conveys the same message in another language." He emphasizes that "what is beautiful in one language may be very unattractive in another, and even meaningless. And the translator's task is to select phrases that do not change the meaning and significance of the word." From the point of view of the scientist: "translation consists of transmitting the closest equivalent of the meaning with respect for the meaning and with respect for the style".

This is especially related to the problems of translating neologisms. Constant political, economic, social, scientific and technical changes cause the emergence of new concepts, and with them new words, neologisms. A neologism is a new word or phrase that has come into common use or a new meaning that has been given to an established word. Once the word is no longer novel, it is formally accepted as part of the vernacular language and appears in dictionaries.

New words enter a language in a variety of ways, including borrowing from other languages, combinations of existing words, and changes of these words. In addition to new words, neologisms include new phrases consisting of two or more words.

The science that studies neologisms, neology, emerged in the late 1960s. One of the main prerequisites of its appearance was the scientific and technical process, which caused the creation of many new objects and concepts. The peculiarity of the Russian language of high technology is that most of its vocabulary was borrowed from the English language. This is explained by the fact that English and American scientists have played one of the leading roles in the development of most of the latest scientific directions. It was in English, the language of both international communication and science, that the most important scientific research was conducted and the main terms were laid down. The intensive borrowing of English-language scientific terms began in the mid-1980s and continues to this day. For a translator, this process is interesting because there are several ways of translating neologisms, each of which has its pros and cons.

II. Methods. Neologisms as lexical neologisms, introducing new meanings and senses into the language, being of different types and differing in their "life cycle", when functioning in the

language, differ significantly in the breadth of their distribution, frequency and duration of use, the degree of fixation in dictionaries, - testify to the evolution of the language and the development of society. In this regard, the translation of neologisms today remains one of the significant problems of translation in different languages of the world, in particular, in English, since problems arise at two stages of decoding information (determining the meaning of a neologism) and encoding (searching for a lexical unit with the corresponding meaning).

The difficulty of decoding is that neologisms often do not have time to be recorded in dictionaries, so users have no opportunity to look up their translation or meaning. In such cases, the translator looks for other texts, where the neologism was used, to determine its meaning from the context. If the neologism was not used often enough, then its meaning will also be unlikely to be understood from the context. In such case, the translator has to use knowledge from different fields of science, such as etymology, cultural studies, linguistics, etc., in order to identify the meaning of this new lexical unit as accurately as possible. Particular difficulties arise when translating narrowly focused or authorial neologisms.

Consequently, in translation activities, a translator must be prepared for word creation – a complex process of producing a new meaning of a word or introducing a new word into the lexicon of the target language. The translator has to refer to various techniques and translation transformations for the most accurate transfer of the meaning. We will consider the most frequently used of them, developed over many years of translation practice.

When translating neologisms in English texts, special attention should be paid to the orthographic criterion, the essence of which lies in considering any complex, written together or with a hyphen, as a compound word, and a complex the components of which are written separately, as phrases: dividend-right certificate - a certificate giving the right to receive a dividend; dear-money policy - restricting credit by increasing interest rates; fill-or-kill order - a client's order to a broker that must be immediately executed or cancelled, etc.

Let's consider a descriptive translation, which can be done in different ways. The stock exchange term openout cry can be translated as "выкрик" using tracing. On the stock exchange, it is necessary to quickly respond to supply and demand when setting a price, and in order to identify competitors, it is impossible not to shout. It should be emphasized that this method of transmission, transcription or transliteration, is insufficient because it does not fully reveal the meaning of the word. Therefore, the most appropriate method here would be a descriptive translation. For example, when translating the foreign word "appeal", one can use words such as appealing a court decision to a higher judicial authority, making a request, making an appeal for something. The expression "civil society", which has entered Russian speech relatively recently, is translated as "гражданское общество".

These examples are methods of descriptive translation, which can also be called explanatory, since the equivalent explains the essential elements of the meaning of the translated word. Descriptive translation is closer to the interpretation of the word, but it still remains a translation and is suitable for use only in a real text. Even with the most optimal selection of explanatory meaning, it has such shortcomings as verbosity and some optionality of the equivalent in the target language. New words or phrases are perceived as neologisms until the phenomena they denote become familiar. Over time, such units are commonly used and included in the vocabulary of the language. For example, until recently, the words software, laptop, CD, virtual, e-mail in English have been neologisms. At present, due to the fact that these objects and concepts are no longer embraced as something new and unusual, and, of course, these words are no longer neologisms.

One of the methods of translation is the use of conversion. Conversion is the functional transition of a word from one part of speech to another, i.e. the use of the same word as different parts of speech. For example, now on the Internet you can often see E-mail me/us to... It is not difficult to finding out the meaning of such neologism, since the syntactic context makes it possible to determine whether the word belongs to transitive verbs, and, knowing the meaning of this word, we translate it like: Высылайте сообщения электронной почтой по адресу... Such techniques as borrowing from other languages, fusion, abbreviation, and reverse derivation are also used in the translation process. Reverse derivation is the process of forming verbs by truncating the suffix of correlative nouns, fusion is the combination of either the truncated root of one word with the whole word, or the combination of two truncated roots. Partially abbreviated words, the so-called initial abbreviations, attracts special attention. The essence of these abbreviations consists in the removal of one of the elements of the structure, for example, B-unit (Barclays currency unit) is the international monetary unit of the bank "Barclays Bank International", Fed Wire is the electronic communication system of the US Federal Reserve Banks.

III. Results. As a result of the study we can conclude that the ability of analyzing the context and the method of neologism formation is of great importance for a translator, since, for example, knowing the method of neologism formation, one can guess its meaning by its morphemic composition. This is due to the fact that most neologisms define a concept for recently created phenomena, programs and inventions.

IV. Analysis. Based on studies it has been established that neologisms arise on the basis of words and morphemes already existing in the language, or they can be borrowed from other languages as we have mentioned above. Analysis of these words and morphemes can provide the translator with a significant clue in identifying the meaning of a neologism. When translating from Russian, it is necessary to know the methods of word formation in English, for example, such moments as giving an existing word another meaning. The word call in English has the following meanings: называть, вызывать, призывать, вызов, etc.

In addition to this, we can say that neologisms that combine several methods of word formation are also very interesting for a translator. Thus, the word biotech, formed by derivation, in combination with another word, tattoo, is a stable concept, which is ultimately considered to be formed by word composition. Biotech tattoo (bio + tech + tattoo) is a device for monitoring heart rate, which imitates a tattoo in appearance.

It has been revealed that the translator must take this aspect into account when translating and, if there is a separate concept, not to translate it word by word, since this method of translation can distort the meaning of the word or the text as a whole.

V. Discussion. Considering the above mentioned we think that with proper analysis of the context and the neologism itself, the translator is quite capable of choosing the correct equivalent of the English neologism in a target language.

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