



SPECIFICITY OF TRANSLATING MEDIA AND INTERNET TEXTS (USING THE EXAMPLE OF RUSSIAN AND UZBEK LANGUAGES)

Akhmedova Matluba Akmalovna,

Associate Professor at the Department of Languages

University of Tashkent for applied sciences, Tashkent, Uzbekistan

Abstract

Article devoted to the study of the specifics of translating media and internet texts between Russian and Uzbek. The work examines the theoretical foundations of translating such texts, identifies their genre and functional features, and analyzes lexical, grammatical, and cultural challenges in translation. A practical analysis of news articles and social media posts was conducted, typical translation errors were identified, and recommendations were proposed to improve translation quality. The study demonstrates that successful translation of media and internet texts requires not only linguistic competence but also knowledge of genre conventions, media specificity, and internet context.

Keywords: Media text translation, internet texts, Russian language, Uzbek language, genre features, internet jargon, cultural adaptation, emotional tone, online publications.

Introduction

In modern society, media and online texts play a key role in communication and shaping public opinion. Online media, social networks, blogs, and news portals have become primary sources of information for a wide audience. With globalization, high-quality translation of these texts has become especially important, allowing for the transfer of information between different linguistic and cultural communities.

Translating media and online texts has its own specific characteristics, which differ from the translation of classical literary or scientific texts. Key features include high production speed, the use of specific vocabulary (jargon, internet terms, neologisms), the presence of visual elements, and the need to preserve emotional coloring and informational function [Khasanova, 2025, pp. 1446-1451]. Therefore, the purpose of this article is to examine the specifics of translating media and online texts from



Russian into Uzbek and vice versa, identify the main difficulties, and offer recommendations for overcoming them. Thus, media and internet texts are texts created for a mass audience and published through mass media or internet platforms. These include news articles, social media posts, blogs, advertising and informational messages, press releases, and electronic publications [Soloviev, 2024, p. 64].

The main characteristics of such texts are:

- Relevance of information – texts are frequently updated and reflect events in real time.
- Brevity and informativeness – the purpose of the text is to quickly convey information.
- Use of specific vocabulary – internet jargon, slang, neologisms, and abbreviations.
- Emotional coloring – texts may contain subjective assessments, evaluations of events, and emotional commentary.
- Multimedia elements – images, infographics, links to other sources, video, and audio [Martynov, 2015, p. 42].

In media and online communication, text serves not only an informative but also a social function, influencing audience perception and shaping public opinion.

Media and online texts are classified by genre and communication purpose:

- News texts – inform about events occurring globally or in a local region.
- Journalistic texts – express the author's opinion, covering current issues and events.
- Advertising texts – draw attention to products, services, or events.
- Entertainment texts – are intended for leisure and audience engagement.
- Educational texts – contain training information, instructions, or guides [Belyakova, 2018, p. 35].

Classification may also take into account the publication platform: online media, social networks, blogs, and electronic journals.

Translation of media and internet texts has a number of characteristics that distinguish it from literary or scientific translation:

- Translation speed: News and posts require prompt translation, sometimes in real time.
- Preservation of style and genre: The translator must convey the informational, journalistic, or advertising style of the original.
- Adaptation of cultural realities: The names of institutions, events, or cultural realities often require clarification or replacement with target language equivalents.



- Emotional coloring: It is important to preserve subjective assessments, humor, irony, or the emotional impact of the text.

- Internet specificity: Abbreviations, hashtags, memes, and emoji require adaptation or clarification [Baker, 2021, p. 101].

The following challenges arise when translating media texts from Russian to Uzbek and vice versa:

- Grammatical differences: cases, tenses, word order.

- Polysemantic meanings: the context must be correctly determined.

- Conveying emotional coloring: many evaluative expressions and idiomatic phrases are difficult to translate directly.

- Slang and internet terms: require adaptation or the creation of new equivalents.

Examples: Russian internet slang: “like” → Uzbek equivalent: “like bosmoq”; emotional coloring: “shocking news” → “hayratlanarli xabar”.

Thus, translating media and online texts requires translators not only linguistic competence but also knowledge of the genre, cultural, and internet-specific features of the text. For analysis, real examples of news publications and social media posts in Russian were selected, followed by translation into Uzbek.

Example 1: News article.

Russian text: “Вчера в Ташкенте прошла конференция, посвященная развитию цифровых технологий в образовании. Участники обсудили новые методы обучения и возможности дистанционного образования [Yesterday, a conference dedicated to the development of digital technologies in education was held in Tashkent. Participants discussed new teaching methods and the possibilities of distance learning]”.

Uzbek translation: “Кеча Ташкентда та’лимда рақамли texnologiyalarni rivojlantirishga bag‘ishlangan konferensiya o‘tkazildi. Ishtirokchilar yangi o‘qitish usullari va masofaviy ta’lim imkoniyatlarini muhokama qilishdi [The conference was held in Tashkent yesterday. The conference was held to discuss the development of digital technologies in education]”.

Example 2: Social Media Post

Russian text: “Невероятно! Новая функция приложения уже доступна всем пользователям. Проверьте сами! #новости #технологии [Incredible! The new app feature is now available to all users. Check it out! #news #technology]”.



Uzbek translation: “Ajoyib! Ilovaning yangi funksiyasi barcha foydalanuvchilar uchun mavjud. O‘zingiz tekshirib ko‘ring! #yangiliklar #texnologiya [Awesome! This new app feature is now available to all users. Check it out! #news #technology]”

Example analysis: the informational and emotional style has been preserved; hashtags and abbreviations appropriate to the target audience have been adapted; all key facts and time indicators have been conveyed.

The following typical difficulties were identified when translating media and online texts from Russian into Uzbek:

- Lexical difficulties: translating slang, internet terms, and new words requires a creative approach;
- Grammatical differences: the peculiarities of the Uzbek syntactic structure can alter word order, which affects the preservation of style;
- Cultural differences: the need to adapt realities unknown to the target audience (e.g., media names, holidays, events).
- Emotional coloring: conveying subjective assessments, irony, and humor requires precise word selection.
- Internet specifics: hashtags, emoji, and abbreviations sometimes require clarification or adaptation in translation. Translation errors are also most often related to a direct, word-for-word transfer of the text's structure, ignoring emotional content, or misunderstanding the context of online content.

Recommendations for translating media and online texts:

- Maintaining genre and style: the translator must accurately convey the journalistic, news, or entertainment style of the text.
- Adapting cultural realities: If a term or context is unknown to the target audience, clarification or localization is necessary.
- Conveying emotional content: it is important to preserve the author's subjective assessment, mood, and intonation.
- Working with internet specifics: hashtags, memes, and abbreviations are translated or adapted to the target audience.
- Maintaining efficiency: especially when translating news and online publications, speed is key.

Thus, applying these recommendations enables the creation of high-quality translations of media and online texts that preserve the information content, style, and emotional impact of the original. The study found that translating media and online



texts between Russian and Uzbek has a number of specific characteristics. The main translation difficulties relate to lexical and grammatical differences between the languages, the conveyance of emotional connotations, cultural realities, internet jargon, and new media terms.

Practical analysis has shown that successful translation requires not only high linguistic competence but also knowledge of genre norms, the specifics of media communication, and the specifics of online texts. Preserving the style, format, and emotional impact of the original is an important aspect. The recommendations proposed in the article, such as maintaining genre, adapting cultural realities, addressing internet specifics, and speeding up translation, help improve the quality of the translation and make it more relevant to the target audience. Thus, the use of these methods improves the quality of translation, ensures accurate transmission of information and preserves the emotional and evaluative characteristics of the text, which is especially important for modern media and Internet publications.

References

1. Belyakova, A. S. Interactive Technologies in Teaching Foreign Languages. – K.: PTM, 2024. – P. 210.
2. Martynov, A. V. Translation of Media Texts: Theory and Practice. – St. Petersburg: Piter, 2015. – P. 216.
3. Solovyov, V. V. Translation of Internet Resources and Multimedia Materials. – Moscow: MIR, 2024. <http://solovyov-studies.ispu.ru>
4. Khasanova, L. Russian and Uzbek Languages in Translation: From History to Modernity // Modern Science and Research. – 2025. – 4(2). – and pp. 1446–1451.
5. Baker, M. In Other Words: A Coursebook on Translation. – London: Routledge, 2021. – 212 p.