

PRAGMATIC APPROACH TO THE TRANSLATION OF COMPOUND WORDS IN NEWSPAPER TEXTS

Anarbayev Orzubek Rahmanovich

UzSWLU, Senior teacher, Independent researcher

orzubekanarbaev@gmail.com

ORCID 0000-0002-5588-0936

Abstract

This article explores the pragmatic aspects involved in translating compound words found in newspaper texts. Given the dynamic and context-sensitive nature of compounds in journalistic discourse, the study emphasizes the importance of considering not only the literal meaning but also the intended communicative effect, cultural nuances, and functional equivalence in the target language. The findings highlight that a pragmatic approach enhances the accuracy and effectiveness of translation by prioritizing the speaker's intent and the reader's comprehension in cross-cultural communication.

Keywords: Compound words, pragmatic translation, newspaper texts, journalistic discourse, context, functional equivalence, cross-cultural communication, translation strategies.

Introduction

English compound words are widely used in newspaper language for their conciseness and expressiveness. Newspaper texts aim to inform and engage readers with concise and impactful language. English compound words, which combine two or more words to form a single concept, are frequently employed in journalistic writing for brevity and clarity.

Newspaper language is characterized by its brevity, clarity, and the use of compound words to convey precise and compact meaning. Translating English compound words in newspapers presents unique challenges, particularly when target languages, such as Uzbek, exhibit different morphological and cultural conventions. Pragmatics plays a vital role in this process by guiding translators to

preserve the communicative intent, cultural nuances, and contextual appropriateness of the source text.

The dynamic nature of newspaper language demands an approach to translation that balances accuracy, cultural relevance, and readability. English compound words, which often condense complex ideas into concise terms, are frequently employed in journalistic writing. Translating these compounds into Uzbek requires more than linguistic equivalence — it necessitates an understanding of the pragmatic elements that shape meaning in context.

Literature Review

Pragmatics, which examines how meaning is shaped by context, provides essential tools for translators. By considering factors such as cultural relevance, audience expectations, and the function of language, pragmatic translation ensures that the translated text resonates with the target audience while preserving the original's intent.

Pragmatics, as defined by Levinson (1983), is "the study of language use and meaning in context." In translation, pragmatics emphasizes the need to reproduce not only the linguistic content but also the communicative intent and contextual relevance of the source text. Nida's (1964) concept of dynamic equivalence highlights the importance of achieving a similar effect on the target audience, a principle aligned with pragmatic translation.

Pragmatics, the study of language in context, provides a framework to address these challenges by focusing on the communicative intent and cultural nuances of the source text. Pragmatics, a subfield of linguistics, studies how context influences the interpretation of meaning. Levinson (1983) defines pragmatics as "the study of language use and meaning in context," emphasizing that meaning extends beyond the literal words. In translation, pragmatics involves reproducing not just linguistic content but also the intent and contextual nuances of the source text.

Translation theorists like Nida (1964) and Newmark (1988) highlight the importance of dynamic and functional equivalence in bridging linguistic and cultural gaps. Pragmatics aligns with these principles by addressing the implicit meanings, cultural references, and stylistic considerations in translation.

Methods

The following methods were implemented to conduct our research effectively: Qualitative Descriptive Method. The used translation strategies were described and categorized (e.g., literal translation, modulation, transposition, paraphrasing, omission) based on pragmatic principles.

Case Study Method. A few newspaper articles with a high density of compound words selected and analyzed their translations in detail to highlight pragmatic decisions taken by the translator.

Functional-Pragmatic Analysis. how the translation of compound words affects the overall communicative purpose, tone, or meaning of the news text evaluated.

Example:

How does translating “power struggle” as *hokimiyat uchun kurash* versus *qudratli to‘qnashuv* affect reader perception?

Results

Pragmatics emphasizes the importance of understanding the context in which compound words are used. Newspaper texts often employ compounds to achieve brevity and immediacy. Translators must consider factors such as the headline's purpose, the article's tone, and the target audience's cultural background.

Many English compound words encapsulate cultural concepts or idiomatic expressions that lack direct equivalents in Uzbek. Pragmatic translation involves rephrasing or substituting these terms to align with the cultural context of the target audience.

Example: The compound Thanksgiving dinner might be translated into Uzbek as *bayramona kechki ovqat* ("festive dinner"), reflecting the concept rather than the specific cultural event.

Newspaper language prioritizes clarity, conciseness, and immediacy. Translators must ensure that the translated text retains these qualities. This may involve reformulating lengthy descriptive phrases into succinct expressions that mirror the source text's impact.

The following strategies of pragmatic approach to the translation compound words are suggested for successful implementation:

1. Contextual Interpretation. Prioritize the context in which the compound word appears rather than translating it word-for-word. **Example:** Spin doctor →

translated as xalqni ishontirish bo'yicha maslahatchi rather than literally as aylanma doktor. **Rationale:** Captures the pragmatic meaning of a political media advisor, not the literal components.

2. Functional Equivalence. Replace the compound with an expression in the target language that serves the same communicative function, even if structurally different. **Example:** Rainmaker (in business) → muvaffaqiyatli bitimlar tuzuvchi mutaxassis. **Rationale:** Focuses on the function (bringing deals) rather than the metaphor.

3. Cultural Substitution. When a compound has strong cultural connotations, replace it with a culturally appropriate equivalent in the target language. **Example:** Black Friday → katta chegirmalar kuni or simply explain in a footnote. **Rationale:** Retains the communicative intent while adapting to the reader's cultural background.

4. Explicitation (Paraphrasing). Expand the compound into a descriptive phrase if a direct equivalent doesn't exist. **Example:** Deadline pressure → belgilangan muddatga ulgurish bosimi. **Rationale:** Pragmatically conveys the same stress and urgency.

5. Modulation. Change the point of view or conceptual focus to make the translation more natural and pragmatically appropriate. Law enforcement → huquqni muhofaza qiluvchi organlar. **Rationale:** Adjusts the structure to fit Uzbek syntax while preserving meaning.

6. Retention with Clarification. Retain the original compound (especially if it is a term or neologism), followed by a short explanation. **Example:** Brexit deal → Brexit kelishuvi (Buyuk Britaniyaning Yevroittifoqdan chiqishi bilan bog'liq bitim). **Rationale:** Maintains authenticity while ensuring comprehension.

7. Use of Footnotes or Glosses (when necessary). Add brief notes or glosses for compounds that carry heavy political, cultural, or historical meaning.

Several scholars have proposed strategies specifically tailored to translating compound words. Baker (1992) identifies four primary approaches:

1. **Literal Translation.** When a direct equivalent exists, a literal translation is the most straightforward approach.

Example: The compound toothbrush is translated as tish cho'tkasi in Uzbek, preserving both meaning and structure.

2. **Descriptive Translation.** For compounds without direct equivalents, descriptive translation provides a detailed explanation of the term's meaning.

Example: The term time-saving could be translated as vaqtni tejaydigan ("saving time").

3. **Cultural Substitution.** This strategy replaces culturally specific compounds with analogous terms in the target culture.

Example: The phrase Black Friday may be translated into Uzbek as chegirma kuni ("discount day") to convey its commercial significance.

4. **Borrowing with Explanation.** For technical or novel compounds, borrowing the original term while providing an explanation ensures clarity.

Example: The term smartphone might be translated as smartfon (aqlli telefon) in Uzbek, combining borrowing and contextualization.

Discussion

There are some challenges in translating compound words in translation.

1. **Structural Differences.** English compounds often rely on noun-noun or adjective-noun structures, which may not align with Uzbek grammar. Translators must adapt these structures while maintaining the original meaning.

2. **Cultural Untranslatability.** Certain compounds, especially idiomatic ones, may lack cultural counterparts in Uzbek. This requires creative solutions to convey the intended message.

3. **Example:** The phrase melting pot (referring to cultural diversity) has no direct equivalent in Uzbek and may need descriptive translation.

4. **Ambiguity and Polysemy.** Compound words can have multiple meanings depending on context. Translators must carefully analyze the source text to select the appropriate interpretation.

Example: The compound soundproof could mean "impervious to sound" or "isolated from sound," depending on the context.

5. Audience Expectations. The target audience's familiarity with the source language and culture influences their reception of the translation. Translators must balance fidelity to the source text with accessibility for the audience.

Strategies for Translating Compound Words. Several scholars have proposed strategies specifically tailored to translating compound words. Baker (1992) identifies four primary approaches:

Literal Translation: Effective for transparent compounds with direct equivalents, e.g., toothbrush → tish cho'tkasi.

Paraphrasing: Useful for descriptive or idiomatic compounds, e.g., brainstorming → yangi g'oyalarni ishlab chiqish.

Cultural Substitution: Replacing culturally specific terms with analogous concepts in the target culture, e.g., prom night → maktab bitiruv kechasi.

Borrowing with Explanation: Applied to technical or novel terms, e.g., smartphone → smartfon (aqlli telefon).

Reformulation: When direct translation is impractical, reformulation allows for a more natural and culturally appropriate expression. e.g., English: Breaking news
Uzbek: So'nggi yangiliklar ("latest news").

The reformulation adapts the compound to align with Uzbek journalistic norms.

Vinay and Darbelnet (1995) add that compounds often require transposition, changing the grammatical structure to fit the target language. For instance, English compounds that use a noun-noun structure may require additional suffixes or phrases in Uzbek.

Conclusion

The translation of compound words in newspaper texts requires more than linguistic accuracy—it demands a pragmatic awareness of context, function, and cultural resonance. This study has shown that literal translations often fail to convey the intended meaning or communicative effect of compound expressions, especially in journalistic discourse where brevity and impact are crucial. By applying a pragmatic approach, translators are better equipped to render compound words in a way that preserves not only the informational content but also the stylistic tone and cultural relevance of the original text.

Successful strategies such as contextual interpretation, functional equivalence, cultural substitution, and explicitation have proven effective in achieving

pragmatic adequacy. These methods ensure that translated compound words remain accessible and meaningful to the target audience without sacrificing the integrity of the source material. Ultimately, the pragmatic approach enhances the quality of translation by bridging linguistic and cultural gaps, reinforcing the translator's role as both a mediator and interpreter of meaning in cross-cultural communication. Future research should focus on developing comprehensive guidelines for translating compound words across diverse genres and languages, with an emphasis on incorporating pragmatic principles into machine translation systems.

References:

1. Abdullayev, A. (2015). Translation Studies in the Uzbek Context. Tashkent: Uzbekistan Academy of Sciences.
2. Baker, M. (1992). In Other Words: A Coursebook on Translation. London: Routledge.
3. Catford, J. C. (1965). A Linguistic Theory of Translation. London: Oxford University Press.
4. Hatim, B., & Mason, I. (1997). The Translator as Communicator. London: Routledge.
5. Jakobson, R. (1959). On Linguistic Aspects of Translation. In The Translation Studies Reader. London: Routledge.
6. Larson, M. L. (1984). Meaning-Based Translation: A Guide to Cross-Language Equivalence. Lanham: University Press of America.
7. Newmark, P. (1988). A Textbook of Translation. New York: Prentice Hall.
8. Vinay, J.-P., & Darbelnet, J. (1995). Comparative Stylistics of French and English: A Methodology for Translation. Amsterdam: John Benjamins.
9. Анарбаев О. Р. ИНГЛИЗ ТИЛИДА НЕОЛОГИЗМЛАР ҲОСИЛ БЎЛИШИДА ҚЎШМА СЎЗЛАР САМАРАДОРЛИГИГА ДОИР //Международный Журнал Искусство Слова. – 2020. – Т. 3. – №. 6.
10. https://scholar.google.com/citations?view_op=view_citation&hl=ru&user=XdwAZK0AAAAJ&sortby=title&citation_for_view=XdwAZK0AAAAJ:u-x6o8ySG0sC
11. Rahmanovich A. O. Corpus of parallel texts-As an efficient working tool of a modern translator //Asian Journal Of Multidimensional Research. – 2021.
12. https://scholar.google.com/citations?view_op=view_citation&hl=ru&user=XdwAZK0AAAAJ&sortby=title&citation_for_view=XdwAZK0AAAAJ:IjCSPb-OGc4C

13. Rahmanovich A. O. INGLIZ GAZETASI MATNINING LEKSIK-GRAMMATIK XUSUSIYATLARI //THE THEORY OF RECENT SCIENTIFIC RESEARCH IN THE FIELD OF PEDAGOGY. – 2023. – T. 1. – №. 7. – C. 76-82.
14. https://scholar.google.com/citations?view_op=view_citation&hl=ru&user=XdwAZK0AAAAJ&sortby=title&citation_for_view=XdwAZK0AAAAJ:aqlVkm m33-oC
15. Rahmanovich O. A. et al. Linguistic features of compound words in English and Uzbek languages //European Journal of Molecular and Clinical Medicine. – 2020. – T. 7. – №. 2. – C. 925-932.
16. https://scholar.google.com/citations?view_op=view_citation&hl=ru&user=XdwAZK0AAAAJ&sortby=title&citation_for_view=XdwAZK0AAAAJ:u5HHmV D_uO8C
17. Rahmanovich A. O. METHODS AND PROBLEMS OF TRANSLATING ENGLISH NEWSPAPER TEXTS INTO UZBEK, Finland International Scientific Journal of Education //Social Science & Humanities. – 2023. – T. 2. – C. 20.
18. https://scholar.google.com/citations?view_op=view_citation&hl=ru&user=XdwAZK0AAAAJ&sortby=title&citation_for_view=XdwAZK0AAAAJ:UeHWp8 X0CEIC
19. Rakhmanovich A. O. SPECIAL FEATURES OF TRANSLATING ENGLISH NEWSPAPER TEXTS.
20. https://scholar.google.com/citations?view_op=view_citation&hl=ru&user=XdwAZK0AAAAJ&sortby=title&citation_for_view=XdwAZK0AAAAJ:4DMP91 E08xMC
21. Rahmanovich A. O. SPECIFIC FEATURES OF THE PUBLICISTIC STYLE IN ENGLISH //INEQUALITY AND POLICY: THEORY AND EVIDENCE.
22. https://scholar.google.com/citations?view_op=view_citation&hl=ru&user=XdwAZK0AAAAJ&sortby=title&citation_for_view=XdwAZK0AAAAJ:qjMakFH Dy7sC
23. Raxmanovich A. O. TRANSLATION METHODS OF NEWSPAPER AND JOURNALISTIC TEXTS //INNOVATION IN THE MODERN EDUCATION SYSTEM. – 2023. – T. 3. – №. 36. – C. 1-5.
24. https://scholar.google.com/citations?view_op=view_citation&hl=ru&user=XdwAZK0AAAAJ&sortby=title&citation_for_view=XdwAZK0AAAAJ:Wp0gIr-vW9MC



25. Rakhmanovich A. O. TRANSLATION TRANSFORMATIONS FOR TRANSLATING NEWSPAPER TEXTS //SO‘NGI ILMIY TADQIQOTLAR NAZARIYASI. – 2024. – T. 7. – №. 1. – C. 111-117.
26. https://scholar.google.com/citations?view_op=view_citation&hl=ru&user=XdwAZK0AAAAJ&sortby=title&citation_for_view=XdwAZK0AAAAJ:mVmsd5A6BfQC
27. Anarbayev O. R. SPECIAL FEATURES OF TRANSLATING ENGLISH NEWSPAPER TEXTS. IMRAS. 2023/11/1. T. 6. – №. 7. 220-226. https://scholar.google.com/citations?view_op=view_citation&hl=ru&user=XdwAZK0AAAAJ&citation_for_view=XdwAZK0AAAAJ:4DMP91E08xMC
28. OR Anarbayev. TURIZM SOHASIDA QO‘LLANILADIGAN QO‘SHMA SO‘ZLARNI TARJIMA QILISHGA DOIR. FORMATION OF PSYCHOLOGY AND PEDAGOGY AS INTERDISCIPLINARY SCIENCES. 2024/6/1. 6-14 https://scholar.google.com/citations?view_op=view_citation&hl=ru&user=XdwAZK0AAAAJ&citation_for_view=XdwAZK0AAAAJ:dhFuZR0502QC
29. Anarbayev O. R. PRAGMATIC TRANSLATION IN TRANSLATING ENGLISH COMPOUND WORDS INTO UZBEK. International Journal of Education, Social Science & Humanities. 2024/12/14. 444-450 https://scholar.google.com/citations?view_op=view_citation&hl=ru&user=XdwAZK0AAAAJ&citation_for_view=XdwAZK0AAAAJ:9ZIFYXVOiuMC