

The Role and Importance of Translation and Translation Studies in Our World

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Annotation: The article is concerned with the new trends in the theory of translation concentrating on the shift of research interest from linguistic nature of translation to social cultural and communicative approaches. Taking into consideration the cultural context, background and social situation as prerequisites the researchers should reconsider the very study object which is not just the text linguistics but the semiotic sphere of the text, the relationship between the original and target cultures. The article deals with translation studies in the modern world, a special place is occupied by the study of linguistic aspects of people's interlanguage communication, which is called translation. Literature and culture are enriched through translation.

Keywords: Translation, history of translation, communication, information transfer, translation process, interlanguage communication, linguistics of translation, art of translation, theory of translation, equivalence, cultural context, theory of translation, cultural context.

The most researchers are concentrating on the process of translating and the personality of a translator, the translator's mental activity that takes place while the translator perceives the information from the original text and designs it in the context of the target culture. This approach to the theory of translation conducted to development of cognitive theory of translation, which, on the one hand, broadens the scope of translation theory, on the others, contributes new interesting data to the cognitive science. While translating the information stored in the original text, the translator therefore appears a cognitive communicative system determined by his national culture.

Translation is the result of development, the oldest kind of human activity. Linguistic process, or the transformation of a text in one language into a text in another language. Translation is the transmission of information, a work of speech, by means of another language. Since 240 BC Livy Andronikos translation of Homer's "Odyssey" began the era of translation activity in ancient Rome. Since ancient times, the opposition of the two has been established types of translation - literal and free. In this regard, a kind of universal "piggy bank", a universal heritage, was formed by intercultural contacts. Today, any cultured and educated person should get acquainted not only with the cultural heritage of his people, but also with the universal heritage. Belinsky reminded of the limits of translatability. He highly appreciated Gnedich's translation of Homer's Iliad in the 19th century. Belinsky wrote: "No colossal work of art can be translated into another language so that when reading the translation, you do not need to read the original, you cannot have an exact idea about it, no matter how excellent the translation is. If the translator translates it is a "natural" translation, if the machine is a machine translation.

The task of translation is to express the contents of the original. Translation theory is an explanation of the theoretical process of translation. The general theory of translation is a

characteristic of certain languages. There are many problems with the development of language as a means of cognition and communication. With the study of computer-mediated communication (COC), that is, communication of people through computers and special networks. The COC affects the linguistic norm, the tendencies towards economy, unification, hybridization, etc. manifested in certain phonetic - graphic lexical and other means. Stylistics has a vivid relation to the theory of translation. Genre is an image of reality. J. Naida was one of the first to use the word "science" in relation to the study of translation. J. Naida, introducing this word in the title of one of his books, "A Science of Translating"! [6]. American researcher J. Naida argues that the translation consists in creating in the translation language "the nearest natural equivalent to the original"[6]. An adequate translation can only be that translation, which accurately conveys not only the meaning, but also the expressive - stylistic features of the primal. Translation must perform certain functions: informative, informative, aesthetic, etc.. The ratio of equivalence and adequacy in each act of translation is determined by the choice of strategy that the translator makes based on a number of factors that make up the translation situation. The most important is the purpose of translation, the type of translation text and the nature of the intended receptor for translation. The terms adequacy and equivalence have long been used in translation studies. V.N. Komissarov considers "equivalent translation" and "adequate translation" as concepts that are not identical, although they are closely related to each other. The term "adequate translation", in his opinion, has a broader meaning. The term "equivalence - as a semantic community of equals to one another language and speech units"[3]. V.S. Vinogradov understands by equivalence in the theory of translation: "the preservation of the relative equality of meaningful semantic, stylistic and functional -communicative information, contained in the original and in translation"[4]. The main task of comparatively equivalent research is the establishment and analysis of equivalence relations between the two languages. The most acceptable interpretation of the adequacy of translation in relation to the artistic text is the idea of the effect put forward by J. Naida. The relevance of the topic is due to the need to develop effective translation techniques that provide deep penetration into the nationally determined meanings of original literary works and thus contribute to the comprehension of the axiological priorities of the people through the prism of its artistic culture. The translation process is also an intercultural mediation. The object of research in translation studies is the process of interlanguage verbal communication of people. Interlanguage communication as an object of translation studies is carried out, as a rule, with the help of an interpreter (or translation). Translation serves as an intermediary in interlanguage communication. N.I. Gnedich was a supporter of literal translation. Thanks to him, we read the plays of Voltaire, Schiller. He translated the Iliads in twenty years.

According to V.S. Vinogradov's definition, it is not the translation of individual constructions, but the understanding and perception of integral volumes of information[4]. The translation should reflect the features of its time. Many writers imitated the Greek playwrights. A word is the basic unit of an oral and written text. In the translator's mind, the meaning is perceived with all stylistic, stylistic, functional, aesthetic features. In modern life, we are most often faced with information technology. Every language, living organism, is connected with the history, culture, and social life of this people. People communicating with each other transmit the culture of their people through language. Translation as a means of interlanguage communication. Literature is enriched by translation. The concept of scops comes from the Greek word skopos, meaning the purpose of any activity. The authors of the theory are German translators K. Rice and H. Fermeer. Scops theory is a huge contribution to modern translation studies. Karamzin saw translations as a good school for improving the writer's style, as well as a valuable source of information.

Thanks to Zhukovsky, our readers have gained access to many works of world literature. From translations of fairy tales by Charles Perrault and the Brothers Grimm to Homer's Odyssey and the famous Russian epic The Word about Igor's Regiment. Just like Karamzin, Zhukovsky was a supporter of free translation. He could move the scene to Russia, give the heroes of the original Russian names, etc. Translation today covers the entire existence of a person and society. With

the development of the means of communication and mass media, translation takes part in changes in the global situation.

Communication issues become a target of research only in the early XX century. Professionals working in different fields of science (philosophy, sociology, psychology, psycholinguistics, pedagogy, etc.) found the matter compelling. Scientists have interpreted communication, as a phenomenon, for many years and in different ways. The term was understood as a natural way to unite people and interact with God, as an essential of human existence[1]. Communication was considered a basic form of interaction between people and viewed as a tool to exchange ideas and goods[7]. Various writers saw the process of communication as a process by which people pass down their thoughts and experiences[2]. Through communication, people are able to understand others and cooperate with them. The communication process is concerned more with the means of communication and with how parties interact with one another rather than on the reasons behind the communication (Ethics in business communication).

At the turn of XX-XXI centuries, communication issues were on the tip of the tongue due to profound changes that occurred in the system of international relations. By that time, they (relations) gained geo-economic, geopolitical and geogenic character. Such a shift took place because of the trends emerging back then in the socio-economic sphere, in politics and culture.

To enrich and expand the inner world of a person and the engine of international cultural development is translation activity.

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