



## PROBLEMS AND SOLUTIONS OF TRANSLATION OF MASS-MEDIA TEXTS FROM ENGLISH INTO UZBEK

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### ABSTRACT

*This article examines the major problems and effective solutions in translating mass-media texts from English into Uzbek. Mass-media language possesses specific lexical, stylistic, pragmatic, and cultural characteristics that create difficulties during the translation process. The study analyzes the linguistic and extralinguistic factors influencing media translation and identifies the most common translation challenges, including idiomatic expressions, cultural references, political terminology, stylistic adaptation, and neologisms.*

**Introduction.** In the modern globalized world, mass media plays a significant role in spreading information and shaping public opinion. Newspapers, television, online journalism, social networks, and digital media have become major sources of communication between nations and cultures. As international information exchange increases, the translation of mass-media texts becomes increasingly important. English and Uzbek belong to different language families and possess different grammatical, lexical, and stylistic systems. These differences often lead to translation difficulties. In addition, cultural references, idiomatic expressions, political terminology, and neologisms frequently create challenges for translators.

**Literature Review.** Translation studies have long focused on the problems of equivalence, adequacy, and intercultural communication. Eugene Nida introduced the concept of dynamic equivalence, emphasizing the importance of preserving the communicative effect of the original text in translation. In the field of media discourse, scholars such as Teun van Dijk studied the ideological and pragmatic features of journalistic language. His research demonstrated that media texts influence public consciousness and social attitudes, making accurate translation especially important.

Uzbek translation scholars have also investigated the peculiarities of translating political and journalistic texts. Their studies emphasize the importance of preserving both informational content and stylistic expressiveness in media translation.

**Discussion and Results.** Mass-media texts possess several specific characteristics: *informational orientation; brevity and conciseness; emotional and persuasive language; use of idioms and metaphors; political and cultural references; rapid lexical changes.*

One of the most common difficulties in translating media texts is lexical equivalence. English media language frequently includes: *neologisms; slang expressions; abbreviations; political terminology; idiomatic phrases.*

Some of these expressions may not have direct equivalents in Uzbek. As a result, translators often use descriptive translation or adaptation.

*"breaking news" → "shoshilinch yangilik"*

*"fake news" → "yolg'on axborot"*

English and Uzbek differ significantly in grammatical structure. English follows a Subject-Verb-Object word order, while Uzbek generally follows Subject-Object-Verb structure.

*"The government announced new reforms."*

*"Hukumat yangi islohotlarni e'lon qildi."*

Translators must reorganize sentence structure to preserve naturalness and readability in Uzbek.

Cultural references frequently create translation difficulties because some concepts may be unfamiliar to Uzbek readers: *references to Western political systems; cultural traditions; historical events; social institutions.*

Several strategies can help solve translation problems in mass-media texts:

1. *Adaptation.* Adaptation is used when cultural or linguistic differences prevent direct translation: *replacing unfamiliar references with culturally understandable expressions.*

2. *Descriptive Translation.* This method explains the meaning of unfamiliar terms.

*"Brexit" → "Buyuk Britaniyaning Yevropa Ittifoqidan chiqishi"*

3. *Borrowing.* International political and technological terms are often borrowed directly: *internet, online, podcast.*

4. *Functional Equivalence.* The translator seeks an equivalent expression with similar communicative impact.

5. *Compression and Simplification.* Media language requires conciseness. Long English constructions may be simplified in Uzbek for clarity.

**Results of the Study.** The analysis revealed several major problems in translating mass-media texts from English into Uzbek:

1. Lack of direct lexical equivalents.
2. Structural grammatical differences.
3. Cultural and ideological discrepancies.
4. Stylistic adaptation difficulties.
5. Problems in preserving pragmatic effect.

The study also showed that effective translation requires deep linguistic knowledge, awareness of cultural context, understanding of media discourse, flexible translation strategies.

**Conclusion.** Translation of mass-media texts from English into Uzbek is a complex linguistic and cultural process. Media discourse contains numerous lexical, grammatical, stylistic, and pragmatic features that create translation challenges. The research demonstrates that successful media translation depends not only on accurate transmission of information but also on preservation of emotional tone, stylistic expressiveness, and communicative purpose. Translators must consider cultural differences, audience expectations, and journalistic standards.

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