

SEVERAL CHALLENGES AND METHODS ON TRANSLATING NEOLOGISMS

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Abstract: *Several difficulties of translating neologisms, unpronounced sounds, shortened vowels, and double consonants are discussed in this article. It also explains various methods of transferring neologisms from one language to another one.*

Keywords: *English neologisms, fundamentalism, functional substitution, teaching methods, semantics of neologism, transcription, transliteration.*

According to translation theory, neologisms in English can be translated into Russian in a number of ways. Two quasi-translation techniques for spreading neologisms are transcription and transliteration. They get their name because, when these techniques are used, the translation process is omitted and the meaning of the word from FL. TL is combined with the act of taking in the shape of sound (during transcription) or graphic (during transliteration). But it's clear that this method isn't translated; in reality, borrowing is done here to ensure an accurate translation, which is a prerequisite for its use. The resultant term functions as the equivalent of a foreign word that is visually identical to it and becomes a TL fact. This method is actually the most prevalent and earliest in the natural (pre-written) language communication phase, but it still has a significant impact today. It is true that there are a lot of restrictions on using this strategy in the modern era (language policy, stylistic conventions, traditions of distinct sociolinguistic groups, etc.). The transliteration method uses Russian to represent the letters that make up English words, such as put-"put" (option), Nikkei-"Nikkei" (the Tokyo Stock Exchange's indicator of stock exchange rates), and others. Transliteration was widely used by translators until the end of the 19th century. Without knowing the pronunciation of the English term, the

translator may accomplish this by limiting himself to visual sight. Due to the enormous disparities between the Russian and English phonetic systems, such a transmission is typically somewhat random and only reproduces the English sound's similarity.

When employing the transcription technique, the translator must always remember that there is a transliteration component. Transliteration of unpronounced sounds, transliteration of truncated vowels, transmission of double consonants, and choosing the choice that is closest to the graph when there are several pronunciation possibilities are examples of transliteration during transcription. In between fully translated and nontranslated approaches to neologism transmission, there is a distinct section dedicated to tracking down actual translation techniques. The retention of the word's unchangeable internal form exemplifies the "non-translation" of tracing (see retention of the unchanging exterior form in non-translational transmission). In order to reproduce the internal form of a term that has been taken or translated as "building material," Kalk makes the assumption that there are two-way interlingual correspondences between elementary lexical components. The neologism "skyscraper"—a skyscraper—is a prime example. However, because the word was a peculiar noun in the context, the translators had to come up with a nickname for it that was both peculiar and translated utilizing the Russian language's connecting vowel. Wingfoot is Krylonog, the protagonist of Tolkien's "Lord of the Rings" trilogy.

Similar to a literal translation, tracing is a technique for producing an equivalent in which the equivalent of a whole is produced by accumulating the equivalents of its constituent parts. The tracking method's benefit is the simplicity and conciseness of the equivalent it produces, as well as its obvious relationship to the original term and full correspondence return. Despite "suffering" from literalism, trackpaper equivalents are highly desirable for usage in newspapers, journalism, and the social sciences due to their brevity and possible vocabulary.

Since the meaning of a foreign language unit, regardless of its relationship to the exterior structure, is the translation invariant in techniques of presenting neologisms, descriptive equivalents provide ambiguous ways of conveying neologisms that are drastically different. The content side appears to stay the same if the translation invariant in the word search is a form of a foreign language unit (although not a sound or graphic, as in transcription or transliteration, but lexical or lexico-morphological). "Without parenthesis." To put it another way, a descriptive translation uses a more or less general description to communicate the meaning of an English word. This approach can be used to translate neologisms in a given text as well as to explain their meaning in a dictionary. Everyone is aware that the stock market must promptly adjust its price in response to supply and demand. Don't shout in front of rivals; it's simply not feasible. However, since it obscures the meaning of the word, this mode of transmission—and much more so transcription or transliteration—is undesirable. The most accurate approach in this situation would be descriptive translation. Therefore, a sufficiently authoritative explanatory dictionary of FL can explain the meaning of the phrase. Accordingly, "meeting of commodity brokers with dealers to conclude a deal" is how the Oxford Dictionary (1993) defines "open protest" in the context of commerce. "In this instance, the translation sounded like this: the method of exchange trading through direct communication between the seller and the buyer." Typically, traders circle the individual shouting bids and offers. Since the equivalent clarifies significant aspects of the translated word's meaning, the descriptive translation technique covered in this example might be referred to as an explanation. Even though the explanation translation is more accurate, it is still a translation and can be used in the original text. There are alternative ways to use the descriptive translation method. One way to transmit a neologism is through substitute translation, when a term (or phrase) that already exists in the target language is used as an equivalent that shares enough meanings with the original word to not be considered a neologism. There are two

lexicographics Complete matching of the volumes of values within compatibility may be seen in the following examples: controlled floating rate - "adjusted floating rate" and order interval - "order cycle" (interval between successive orders). Compatibility is a really uncommon circumstance.

Semantic transformation frequently follows a substitution; for example, when the word IYa is replaced with the word PYa, its meaning changes in terms of size or content. This change may be offset or concentric. In the first instance, substituting the TL counterpart for the word IL results in a narrowing or expanding of the meaning. The second instance involves word pairings that are connected in content but have completely different meanings. To put it another way, a descriptive translation uses a more or less general description to communicate the meaning of an English word. This approach can be used to translate neologisms in a given text as well as to explain their meaning in a dictionary. Everyone is aware that the stock market must establish a price and react swiftly to supply and demand. Don't shout in front of rivals; it's simply not feasible. However, because it fails to disclose the meaning of the term, this mode of transmission—and much more so transcription or transliteration—is undesirable. The most accurate approach in this situation would be descriptive translation. Therefore, a sufficiently authoritative explanatory dictionary of FL can explain the meaning of the phrase. Accordingly, "meeting of commodity brokers with dealers to conclude a deal" is how the Oxford Dictionary (1993) defines "open protest" in the context of commerce. In this instance, the translation sounded like this: the exchange trading method through direct communication between the vendor and the buyer. Typically, traders circle the individual shouting bids and offers. Since the equivalent clarifies significant aspects of the translated word's meaning, the descriptive translation technique covered in this example might be referred to as an explanation. Although the explanation translation is more accurate, it is still a translation and can be used in the original text. There are many ways to use the descriptive translation method. One way to

communicate a neologism is through substitute translation, when a term (or phrase) that already exists in the target language is used as an equivalent that is sufficiently similar to the original word in meaning to not be considered a neologism. There are two lexicographics order interval, also known as "order cycle" (the time between successive orders), and controlled floating rate, sometimes known as "adjusted floating rate," are two instances of such a full matching of the volumes of values within the compatibility. Compatibility is a really uncommon circumstance. Semantic transformation frequently follows a substitution; for example, when the word IYa is replaced with the word PYa, its meaning changes in terms of size or content. Concentric or offset transformations are both possible. In the first instance, substituting the TL counterpart for the word IL results in a narrowing or expanding of the meaning. The second instance involves word pairings that are connected in content but have completely different meanings. Therefore, the analog is always larger or smaller than the reality that corresponds to it. It shares a semantic core with reality, making it conditionally equated. Although SP. Romanova suggests ignoring the disparities, the use of an analogy in translation may seem odd, at the very least, in a setting that emphasizes the quirks of reality: We went to have a cup of coffee at the pharmacy. (To have a cup of coffee, we went to the pharmacy.) The translation process, as defined by local scientist R.K. Minyar-Beloruchev, is a mental action that involves recreating a spoken work (written or oral remark) in one source language (FL) in another translated language (TL).

To put it another way, translation is the process of rewriting the original material in a different language. There are unique features to translating non-neologistic texts. These characteristics are present along with certain particular issues. For our contemporaries, many terms that were neologisms in the 19th century have become commonplace. And a few basic terms from that century turned into archaism. E. Translation "consists in conveying the closest equivalent with respect to meaning and respect to style," according to A. Need.

Understanding the new word's meaning is the biggest challenge when translating neologisms. Translating a neologism whose meaning is already clear to the translator is actually a rather easy task that can be resolved utilizing the following techniques, depending on which words the neologism belongs to. You should look for it in an English-English annotated dictionary if it isn't in the name. There are new word sections in many popular dictionaries. It is advised to utilize the most recent dictionaries. There are a lot of neologisms in dictionaries and slang sections. It's crucial to remember that while small and medium-sized dictionaries are the quickest to create and release, their restricted vocabulary prevents them from meeting professional standards. Translation course, Krupnov V.N., 184, M.: High school, 1979, 231 p.,].

Only lexicographers must take care to avoid including neologisms that are referred to as "sometimes" in names—that is, neologisms that are introduced by individual authors for this condition—because dictionaries, for objective reasons, cannot fully record all newly emerging words in their dictionaries. Such statements frequently prove to be "unlivable" and vanish as soon as they are spoken. A neologism's meaning can be ascertained by considering the context in which the original text's translated components are employed. The first step is to ascertain the original's intended meaning for this unit. Although the majority of language units are polysemantic, they typically emerge in one of the various meanings when placed in context.

We can ascertain how each of the frequently used language units is employed in a given sentence by comparing their possible meanings. A specific context, known as the microcontext, is distinguished within the broader idea of context. The context of a phrase or sentence, or the linguistic units that comprise that unit environment within a sentence, is referred to as narrow context. The context of the text, or the totality of the linguistic units in the interchangeable sentences, is known as the broad context. It describes the linguistic surroundings of a specific unit that extends beyond

the sentence's boundaries. It is impossible to pinpoint the precise boundaries of the broad context; it could encompass a single sentence, a paragraph, a chapter, or even a whole piece of writing (such as a narrative, essay, or novel). Only the macro context should be taken into account when defining the meaning of neologisms because it may contain "advice." In turn, the narrow context is separated into lexical and syntactic contexts. The syntactic structure to which a certain word, phrase, or subordinate sentence is attached is known as the syntactic context. A collection of particular words, phrases, and lexical units that surround a unit is known as a lexical context. is an important lexical context. Each new word's translation characteristics are determined by the category to which it belongs (terms, nouns, Russian-corresponding synonyms, etc.). Nonetheless, a defining trait of neologisms is that the rule As a result, there isn't any correspondence in Russian, and the first instance of such correspondence is during the translation process. Neologisms that are not in English but have civil rights in both English and Russian are an exception. Such neologisms are typically translated using suitable Russian neologisms, such as Quisling, Wehrmacht, Kagulari, and Blitzkrieg. The worldwide lexicon is enhanced by these neologisms. various translators occasionally provide various translations when translating new words. This inconsistency is initially unavoidable when many translators translate a new word independently of one another at the same time. But as time goes on, a "natural selection" of the available possibilities is produced by the translation process, and only one of the best games for the Russian language is eventually included. It is not appropriate to consider a neologism's translation to be the last thing when it first appears. Since the developed and widely recognized translation of neologisms becomes a feature of the Russian language, translators bear a heavy burden of preserving the mother tongue's clarity and purity. Understanding the new word's meaning is the biggest challenge when translating neologisms. Depending on which words the neologism belongs to, translating a neologism with

an established meaning is actually a rather easy operation that may be completed using established translation procedures and techniques.

When translating neologisms, the following actions can be taken:

- a) Making use of an English-English lexicon
You should look for the new word in the English-English annotated dictionary if it is not included in the English-Russian dictionary. There are dedicated New Words sections in English-English dictionaries. It is preferable in this situation to choose a dictionary that was released recently because reprints typically greatly enhance the section on neologisms. But not all neologisms can be found in dictionaries because a language's ever-evolving lexical richness cannot "black out" any dictionary.
- b) Gain an understanding of the neologism's meaning from the context
A neologism's meaning must frequently be inferred from its context. Controlling the usage of neologisms in the media is crucial.
- c) Examine the neologism's structure to comprehend its meaning.
New words are not created from scratch; rather, they are derived from preexisting words and morphemes. Understanding the meaning of neologisms is greatly aided by analyzing the meaning of such words and morphemes. When neologisms are translated, it means that they should be reexamined and either directly or indirectly represented in another language.

It is feasible to explain the event or convey its phonetic or spelling form if there is no direct counterpart of this or that event in the language being studied. Therefore, transcription, transliteration, observation, and descriptive translation are the primary techniques for translating neologisms.

- 1) The phonetic principle—that is, the transmission of English word sounds using Russian letters—is the foundation of transcription. Examples include "offshore company" and "offshore company," "blockbuster" and "blockbuster," "nishon" and "plakat."

The following is another list of translated scientific and technical terms:

notebook; design-design; joystick-joystick;

2) The foundation of transliteration is the transmission of a graphic picture, such as letters. New, recently developed, and non-equivalent pertinent names (brand names, trademarks) in the target language are transferred by transliteration: Coldpoint Ltd.-Coldpoint Ltd.; Layetana Company-Laietan Company; characteristics of material and social life: Scientific and technical terms: multimedia-multimedia; adapter-adapter; modem-modem; smart-card-smart-card; trigger-trigger; resume-restart; reception-reception; hold-hold; tender-tender.

3) Neologisms, or the invention of a new word, phrase, or compound word to designate a pertinent topic based on elements and morphological correlations that actually exist in the language, are frequently conveyed through observation. For instance: container ship-container ship; certificate of origin-certificate of origin; connection editor-link editor; global rural-world rural

4) Translation that is descriptive. Every word in every language can be translated into another language to convey its meaning. It is the context that determines which translation approach works best. Certain generic terms are only translated as descriptive: auto-core, which automatically modifies the space between characters; Single rail suspension rails, or monorels.

In conclusion, each new word's translation characteristics vary depending on its classification as a term or a noun. Additionally, the uniqueness of translating neologisms is that they lack a Russian equivalent. Transliteration, transcription, tracing, descriptive translation, and direct input are examples of fundamental translation techniques. However, tracing, transcription, and transliteration are the most popular. Only when the first three approaches fail to produce the intended outcome or match are descriptive translation techniques and the direct input method employed.

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