

Peculiarities Of Guide Translation

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Abstract: the article deals with the issues related to analyzing peculiar features of guide translation. Today, guides operate in travel agencies and agencies, companies offering guides and interpreters, reserves, museums and galleries. The guide should have a detailed knowledge of the objects and topics included in the travel program, make it interesting, engage the group, and plan and organize the trip effectively. Translation is regarded as a linguistic medium, which means translation of a foreign text into another language, informative and communicative in another language. We know that the profession of translation is also divided into different directions. If someone is involved in literary translation, someone may be a master of informative translation. In this article we try to give detailed description of the above issues.

Key words: Translation, informative translation, guide, tourist, cognitive information, guide text.

It should be noted that the tour guide not only provides information about historical monuments, architectural monuments, but also tourists who come to our country will have an idea of the unique culture and high spirituality of our nation. . The guide's interpretation of the behavior, behavior, unusual, Uzbek, nationalism and even the culture of dressing helps the guests to share common views about the life and lifestyle of our people. In order to be successful in a particular profession, we need to have a good knowledge of the relevant fields. Especially, the profession of translation is a perfect field, and not everyone is a high-level translator. After all, to be successful in this profession, you need to have deep knowledge, skills and experience, and even be a good psychologist. As more and more tourists come to our country each day, they have their own worldview and interest. In this case, everyone treats the guide-interpreter differently. When someone comes to work, someone comes to learn something. In other words, people from different

backgrounds communicate with the interpreter differently than they may think. Therefore, the interpreter must not restrain himself in any situation and cross the bounds of agreement. If someone just likes and speaks abusively, it might seem to the public. That is, the translator, who is a psychologist, understands the mood of the visitor and follows the situation.

According to the experts, the guide service is one of the most popular areas of the tourism business. After all, every tourist needs guides when traveling to another country or city. This professional accompanies the visitor during his travels, doing a lot of organizational work, from booking a hotel to visiting historical monuments and shrines, and booking tickets to museums. Today, guides operate in travel agencies and agencies, companies offering guides and interpreters, reserves, museums and galleries. The guide should have a thorough knowledge of the objects and topics included in the travel program, make it interesting, engage the group, and plan and organize the trip effectively.

The guide should be fully informed about his country, its history and culture, customs and traditions of its people, architectural monuments and attractions.

A professional guide should be able to speak well, express his thoughts clearly and clearly, be active, patient and intelligent.

Translation of guide text must meet the following requirements:

1. Contain a competent translation of various useful information about the life, traditions, mentality and customs of the citizens of this country, about their norms of behavior and mores, as well as the main features of local cuisine. In addition, the translation of such information should be as accurate as possible.

2. It is necessary to competently carry out the translation identical to the semantic meaning and spelling of any name that is in this text. After reading such information, a tourist should without any difficulties find this name not only in his guidebook, but also on the map he purchased, which can even be in the original

language. Therefore, when translating, any personal interpretations in the names are not allowed, only competent translation of geographical information.

3. If there is any verbal description of the route for a walking tour of a certain country or area, the translation should contain clear instructions that will completely coincide with the signs on the area, which will allow the tourist to quickly find their place on the map.

Text requirements for translation:

1. The translation of such moments as information about the mentality, life, customs and traditions of Aboriginal people, especially the national cuisine, morals and behavioral properties should be as accurate as possible.

2. An identical translation of each of the names present in the text should be performed. Any tourist should easily find the required names in their guidebook or on a map of the area under study. In this case, any interpretation is not permissible, but only correct geographical data. This requirement also applies to the description of the directions of routes available in the processed text. If there is a verbal description of the tour route for a specific locality, then when translating all the instructions must match the real signs, otherwise the tourist will not be able to find the required place or waypoint. ”

3. Since we are talking about a guide text designed to interest tourists and attract their attention, various means of expression are used to give it brightness and expressiveness:

a) Lexical means of expression: using metaphors; use of the adjectives most used in English advertising: good, better, friendly, best, free, fresh, full sure, wonderful, welcoming, special, fine, big, real, easy, bright, extra, rich. (good, better, friendly, the best, free, new, full of confidence, wonderful, hospitable, special, beautiful, big, real, light, bright, top quality, rich.) ”.

b) Grammatical means of expression: the use of a rhetorical question. “Isn’t it time you treated yourself to a holiday?” (“Isn’t it time to have a holiday?”); use of

abbreviations. “Alaska B4UDIE.” (Alaska, before you die.) (“Visit Alaska before you die!”); - use of personal and possessive pronouns. Designs such as “we are ours,” “you are yours” give the advertising message even more credibility.

- Hidden team: “Our spa treatment is certainly worth trying.” (“It is definitely worth trying our spa”).

Translation of guide texts carries a double importance - firstly, it is necessary to correctly and accurately reflect the cognitive information contained in the text. When translating it, it is necessary to accurately convey information about life, national cuisine, traditions of the population, customs. Translating adequately all the names that appear in the text. A person should easily find these names in a guide or on a map. A creative interpretation is unacceptable here, only the full geographical accuracy that is achieved when translating by applying transliteration or transcription. Secondly, to transmit operational information which is aimed at inducing the reader’s desire to visit the country described in the tourist text. It is important to maintain the degree of advertising that the source has, and try not to neglect it. If the translation sins with an excessive degree of praise of the country being described, such a text may not arouse the confidence of the reader.

The big problem that the translator may encounter is expressions and phenomena that are characteristic only for a specific country, i.e. realities. Most often, such realities have several translation options: transliteration or transcription and tracing paper or half-calculus. On the one hand, when tracing, a foreigner will be able to understand the meaning of a proper name, and on the other hand, when transliterating, a word will retain its original sound and national color. In addition, the transliterated version will be recognizable among people who do not speak English. However, in most cases, when translating such realities, the translator opts for tracing because it allows the foreign reader to clarify the meaning of reality.

Travel texts are one of those areas of translation that does not tolerate unprofessionalism and insufficient knowledge, therefore, in order to accurately and

accurately translate travel guides it is necessary not only to perfectly know the language and customs of the country, but also to have extensive experience in travel translations.

In translation studies, the question of how much and in what respect the translation depends on the translated material has long been discussed. Do translation strategies change depending on the type of text being translated. After all, the object of translation as a process and as a result is text. The text is of interest to translation studies not only as a kind of receptacle of certain linguistic phenomena, but also as an independent phenomenon that has features that are relevant for translation. It is these characteristics that allow the translator to choose a general translation action strategy.

Currently, there is a fairly complete linguistic description of text types and their classification is proposed on a different basis. Let's consider some of them. Of all the signs of the text, researchers first noticed its communicative function, indicating the need for its preservation during translation.

English researcher Peter Newmark proposes to break the texts depending on their communicative function into 3 groups:

- 1) texts with expressive function;
- 2) texts with an informative function;
- 3) texts with an appellate function.

Since translation is in one way or another a process of bilingual communication, its primary task is indeed to preserve the communicative function of the source text in the translation text. It is she who largely determines the specifics of the content components, the design of these components by certain language means.

German researcher Katharina Rice, in the classification of texts and translation methods, divided the texts into four main groups, indicating the possibility of borderline cases:

1. Informative texts. The communicative function and, accordingly, the language design are determined primarily by the subject of the description (information message, scientific article, popular science text, instruction, etc.).

2. Expressive texts. May also be targeted at a specific reader; also transmit information on a specific topic. However, the linguistic design in accordance with the communicative function of texts of this kind depends primarily on the will and intentions of the author (novel, short story, lyrics, biographical text, etc.).

3. Operational texts. Created by one or more authors and dedicated to one specific topic. The language design is determined primarily by what particular means will have the most effective impact on a specific target group of recipients (advertising, sermon, propaganda, pamphlet, satire, etc.).

4. Audio-media texts. By their communicative function, texts of this type belong to one of the three above-mentioned groups. But the text is drawn up taking into account the applied technical means, speaking in combination with non-verbal text components - graphic means, music, gestures, etc. [2].

I.S. Alekseeva mentions that to create a classification of text types it makes sense to introduce a concept - a type of information [6]. The author says that each text may contain information of several types, but, as a rule, one of the types of information substantially dominates.

The information contained in the text determines the nature of the communicative function of the text.

The following types of information are distinguished: cognitive information. This is objective information about the outside world. This includes information about a person, if he appears as an object of objective consideration. We are used to recognizing cognitive information by the means that make it out. In any language, these tools provide the presence of three parameters of cognitive information: objectivity, abstractness and density (compressibility). At the sentence level, objectivity is ensured by a neutral, mainly direct word order,

excluding emotionality and corresponding to a “simple” topic-rheumatic division and a clear logical structure of subject-predicate-object.

At the word level, the objectivity of cognitive information is primarily provided by terms. Abstract: the logical principle of text construction, which manifests itself in the complexity and variety of those logical structures of syntax that are used in the text. These are various types of composing and subordinate connection, participial turns, infinitive groups. Density (compressibility) is a unique parameter, peculiar only to cognitive information. It lies in the tendency to reduce the linear (horizontal) and vertical length of the language code during the design of the text.

Operational information is an incitement (call) to commit certain actions. Linguistic means of registration of this type of information are various kinds of motivational means: all forms of the verb imperative, infinitive with the meaning of imperative, modal verbs, verb constructions with the meaning of possibility and necessity, modal words, conjunctive, subjunctive. Emotional information is the transfer of emotions (feelings). The leading attribute is subjectivity. Temporality is represented by the ranks of the present, past and future tenses and is expressed in each language using appropriate forms. The prevailing form of modality in the design of subjectivity is the modality of reality.

Vocabulary reflecting the subjectivity of emotional information:

- 1) profanity, vernacular, profanity, taboo vocabulary, jargon, professionalism, high-style vocabulary;
- 2) territorial variants of vocabulary: dialectisms;
- 3) diachronic variants: archaisms, historicisms, neologisms, fashionable words. For the design of emotional information, imagery is characteristic. Phraseologisms, proverbs, clichéd (i.e., in our understanding, understood as figurative, but not individual) metaphors, comparisons, etc. allow associatively generalize information; figuratively compare it with another, already known to the

recipient. A subspecies of emotional information that specializes in capturing a sense of beauty is aesthetic information.

Our analysis showed that the main type of information in the guidebook is cognitive. Cognitive information is the name of sights, cities and streets, proper names. The texts of the guide also meet operational information, which is expressed by means of: verbal imperatives; infinitives with the meaning of imperative; rhetorical issues; modal verbs; subjunctive mood. The operational information in the text of the guide is not so much as cognitive. This can be explained by the fact that the guide does not carry the features of aggressive advertising. Least of all in the text is emotional information. It follows from this that the main task of the guidebook is to inform the reader about any attraction, to draw attention to a particular attraction.

The main type of information in the guidebook is cognitive. Cognitive information is expressed through the name of attractions, cities and streets, proper names. By definition, G.D. Tomakhina, realities are “the names of objects of material culture inherent only to certain nations or peoples, facts of history, state institutions, names of national and folk heroes, mythological creatures, etc.” [1]. Therefore, we can conclude that, cognitive information is more expressed in the text of the guide through realities. Translation of realities is the main problem that the translator faces in translating guidebooks. The ways of translating realities come down to three main cases: transliteration, transcription, or tracing. Transliteration is the translation of one graphic system of the alphabet into another (that is, the transfer of letters of one writing with letters of another). Transcription - the transmission of sounds of a foreign language word (usually a proper name, geographical name, scientific term) using the letters of the Russian alphabet. Shakespeare (English Shakespeare), Russo (French Rousseau) Goethe (German Goethe). Calculation is a way of translating the lexical unit of the original by replacing its component parts - morphemes or words (in the case of stable phrases)

with their lexical correspondences. The essence of tracing is to create a new word or a stable combination that copies the structure of the original lexical unit [3].

Cognitive information in the text is mostly represented by proper names and addresses, therefore, in most cases, when translating them, the translator uses transliteration. This may be due to the fact that in some cases it is necessary to leave the exact form of the word as, for example, when transmitting the exact address. Transliteration is one of the leading methods of conveying realities. But when translating the names of the sights, the author most often used the tracing method, since it allows clarifying the significance of reality to a foreign reader to a greater extent.

The main task of operational information in guide translation is to attract the attention of tourists to a particular attraction. According to the analysis, we can conclude that the operational information in the texts of the translation is stored completely and performs its function. Also, the translator preserves the emotional information in the text of the translation as much as possible. With the help of emotionally-colored means, the author tries to attract the attention of readers to the sights of the city.

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