

PUBLICIST TEXTS AND THEIR FEATURES IN TRANSLATION

Usmonova Umida Baxtiyorovna,
Jizzax DPU Maktabgacha va boshlang'ich ta'limda xorijiy til
kafedrasi katta o'qituvchisi
Tel: (90) 025-21-04, (93)308-71-71

Narbayeva Muhlis Shavkat qizi
Jizzax davlat pedagogika universiteti talabasi

Abstract

Nonfiction texts often include speeches by journalists and writers and scholars for various forms of media such as newspapers, magazines, television, radio, websites, etc. This article describes the features of journalistic text in translation.

Keywords: newspaper, text, work, meaning, attitude, essence of the text, speech process, stylistics, speech, information.

Introduction

Publicist texts refer to written or spoken content produced by journalists for various forms of media, such as newspapers, magazines, television, radio, websites, and more. These texts are typically created to convey news and information to the public. Journalistic texts are expected to adhere to certain principles and standards, including accuracy, objectivity, fairness, and ethical considerations.

Some common features of journalistic texts include:

Headlines: Journalistic texts often have headlines or titles that provide a concise summary of the main story or article.

Inverted Pyramid Structure: Many journalistic texts are organized in an inverted pyramid structure, where the most important information is presented at the beginning, followed by less essential details in descending order of importance. This allows readers to grasp the core facts even if they don't read the entire article.

Bylines: Journalistic texts are typically attributed to the author or journalist who wrote them. Bylines provide transparency about the author's identity and credentials.

Objectivity: Publicist texts aim to present information in an objective and unbiased manner. While complete objectivity can be challenging to achieve, ethical journalists strive to minimize personal bias and present a balanced view of the subject matter.

Attribution: Journalists often attribute information to credible sources or experts. This practice adds credibility to the content and allows readers to verify the information.

Quotes: Direct quotes from individuals involved in the story or experts in the field are commonly used in journalistic texts to provide firsthand perspectives and opinions.

Associated Press (AP) Style: Many journalistic texts follow a specific style guide, such as the Associated Press (AP) Style, to ensure consistency in formatting, punctuation, and language usage.



In-Depth Reporting: Depending on the type of journalism, some texts may include in-depth investigative reporting, analysis, or feature articles that delve into specific topics or issues.

Timeliness: Journalistic texts are often characterized by their timeliness, as they aim to provide up-to-date information on current events or issues.

Ethical Considerations: Journalists adhere to ethical standards, which may include avoiding conflicts of interest, protecting sources, and respecting privacy and legal guidelines.

Journalistic texts play a crucial role in informing the public, shaping public opinion, and holding those in power accountable. They can encompass a wide range of formats, from news articles and investigative reports to opinion pieces and editorial columns, depending on the type of journalism and the intended audience.

Translating journalistic texts into two languages is a specialized task that requires careful attention to accuracy, clarity, and cultural nuances. Here's a step-by-step guide on how to approach this process:

Understanding the Source Text: Begin by thoroughly understanding the source text. This includes the content, context, and the intended audience.

Select Competent Translators: Hire professional translators who are proficient in both the source language (the language of the journalistic text) and the target languages (the two languages into which you want to translate the text).

Gather Background Information: Provide translators with any background information or references that will help them understand the content, including any relevant cultural context.

Determine Translation Goals: Clarify the goals of the translation. Do you want a literal translation, a paraphrased version, or an adaptation that suits the cultural nuances of the target languages?

Translation Process: The translators should independently work on translating the text from the source language to each of the target languages. This typically involves a few steps:

a. **Translating the Text:** Translate the text while preserving the meaning, tone, and style of the original. Be aware of linguistic and cultural differences that may require adjustments.

b. **Editing and Proofreading:** Have the translations reviewed by experienced editors or proofreaders who are fluent in both the source and target languages. They should ensure accuracy, grammar, and style.

c. **Localization (if necessary):** Depending on the content, consider adapting cultural references, idioms, or metaphors to make the text more relatable to the target audience.

Maintain Consistency: Ensure consistency in terminology, style, and formatting between the two translations. This helps maintain a coherent and professional image.

Quality Control: Rigorously review the translated texts to verify accuracy and overall quality. Check for any errors or omissions.

Cultural Sensitivity: Pay attention to cultural sensitivities and differences, especially in cases where the content deals with potentially sensitive subjects. Make sure the translations are respectful and appropriate for the target audience.

Legal and Ethical Considerations: Be aware of any legal or ethical considerations in both target languages, such as defamation laws, privacy regulations, and copyright issues.



Formatting and Layout: Adapt the layout and formatting of the text as necessary for each target language, including adjustments for character length, text direction (left-to-right or right-to-left), and any other language-specific formatting requirements.

Review and Approval: Submit the translations to the relevant stakeholders for review and approval, particularly if the content is related to a specific publication or media platform.

Publish or Distribute: Once the translations have been reviewed and approved, you can publish or distribute them in the target languages as needed.

It's important to work with professional translators and editors who have expertise in journalistic translation, as the accuracy and quality of the translated texts are of utmost importance in conveying the intended information to a wider audience in multiple languages. Translating journalistic texts presents several challenges, as precision, context, and cultural sensitivity are critical. Here are some common challenges:

Idioms and Cultural References: Translating idiomatic expressions and cultural references can be tricky, as they may not have direct equivalents in the target language. Finding suitable alternatives while maintaining the intended meaning is a challenge.

Jargon and Technical Terminology: Journalistic texts often contain specialized terminology, especially in fields like politics, economics, and science. Translators need to be well-versed in both the source and target language's technical vocabulary.

Contextual Understanding: Journalistic texts rely heavily on context. Translators must fully comprehend the background and context of the story to ensure they accurately convey the intended message.

Tone and Style: Maintaining the appropriate tone and style is crucial. A somber news story should not be translated with a light or humorous tone, for example. Translators need to adapt the style to fit the conventions of the target language while staying true to the source content.

Political and Cultural Sensitivities: Translations may need to navigate sensitive political or cultural issues. Translators must be aware of these issues and handle them with great care to avoid misinterpretation or offense.

Legal and Ethical Considerations: Different countries have varying legal and ethical standards regarding journalism, privacy, defamation, and other issues. Translators must ensure that the translation complies with the laws and norms of both the source and target language countries.

Word Length and Structure: Languages can differ significantly in terms of word length and sentence structure. Translators must manage these differences to fit the constraints of the target language's layout and format.

Tight Deadlines: Journalistic translation often operates under tight deadlines, especially for breaking news. This pressure can affect the quality of the translation and may lead to errors or omissions.

Bias and Objectivity: Maintaining journalistic objectivity in translation can be challenging. Translators must avoid injecting their own bias while ensuring that the translated text is as objective as the original.

Local Relevance: A news story may have local relevance in the source language but not in the target language. Translators must decide whether to adapt or omit such information.



Censorship and Content Restrictions: In some cases, certain topics or information may be censored or restricted in the target language's media environment. Translators may need to navigate these restrictions while maintaining the integrity of the story.

Verification and Fact-Checking: Translators may need to verify the accuracy of information in the source text. This involves cross-referencing data with reliable sources in the target language.

Linguistic Nuances: Different languages have unique linguistic nuances that may not be directly translatable. Translators need to capture the intended meaning while respecting these nuances.

Audience Expectations: Readers in the target language may have different expectations from journalistic content in terms of format, depth, and style. Translators need to adapt to these expectations while staying true to the source.

These challenges underscore the importance of working with skilled and experienced translators who understand the intricacies of both journalism and translation. Successful journalistic translation requires a combination of linguistic expertise, cultural awareness, and subject matter knowledge.

Journalistic texts present a unique set of challenges in translation, stemming from the dynamic nature of news reporting and the imperative to convey information accurately and swiftly to a diverse audience. These challenges can be categorized into linguistic, cultural, and temporal aspects, each demanding careful consideration to maintain the integrity and impact of the original content.

In this ever-evolving digital age, technology has introduced both opportunities and challenges for journalism and translation. Automated translation tools can provide rapid translations, but they often fall short in capturing the subtleties and nuances crucial for quality journalism. Human translators remain indispensable in ensuring the highest standards of accuracy, cultural relevance, and readability.

In conclusion, translating journalistic texts is a complex endeavor that requires a deep understanding of the source and target languages, as well as the cultural and temporal contexts in which news is disseminated. Successful journalistic translation hinges on the translator's ability to convey the news accurately, efficiently, and in a manner that resonates with the target audience. It is a testament to the essential role that skilled translators play in bridging language and cultural gaps in our increasingly interconnected world.

References

1. Алефиренко Н.Ф., Голованева М.А., Озерова Е.Г., Чумак-Жунь И.И. Текст и дискурс. Учебное пособие. Москва. "Флинта". 2013; Арнольд И.В. Семантика, стилистика, интертекстуальность. СПб, СПбГУ, 1999.
2. Шомаксудов А., Расулов И., Кўнғуров Р., Рустамов Х. "Ўзбек тили стилистикаси". Тошкент, 1983.
3. Ҳакимов М. Ўзбек тили матнининг синтагматик ва прагматик хусусиятлари, АКД.— Тошкент, 1993.
4. Қурбонова М., Йўлдошев М. Матн тилшунослиги. Ўқув қўлланма. Т.: "Университет", 2014.



-
5. Қиличев Э. Ўзбек тили амалий стилистикаси.—Тошкент. “Ўқитувчи”, 1992;
 6. Абдулаттоев М. Ўзбек матнида суперсинтактик бутунликлар. НДА, Тошкент, 1998
 7. Мамажонов А., Абдулаттоев М. Матн синтаксиси. Фарғона, 2002.
 8. Ҳакимов М. Ўзбек илмий матнининг синтагматик ва прагматик хусусиятлари: филол. фан.н-ди...дисс.- Т.,1993. (Hakimov M. Syntagmatic and pragmatic features of the Uzbek scientific text: Philology. science.n-di...diss.- Т., 1993.)