

PRAGMATIC FEATURES OF SMALL-GENRE TEXTS IN TRANSLATION

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Annotation. This scientific article examines the pragmatic features of small-genre texts (headlines, slogans, advertisements, labels, social media microtexts) in translation. Using functional-pragmatic theory, the research analyses how communicative intent, cultural meaning, emotional impact, and persuasive strategies are preserved or adapted in Russian translations. The paper demonstrates that pragmatic equivalence outweighs literal correspondence in small-genre translation and highlights the importance of functionalist approaches such as Scopes theory and dynamic equivalence. The results show that effective translation requires localization, compensation, transcreation, and close attention to speech acts, implicatures, and genre conventions.

Annotatsiya. Ushbu ilmiy maqolada tarjimada kichik janr matnlarining (sarlavhalar, shiorlar, reklama matnlari, yorliqlar, ijtimoiy tarmoqlardagi mikromatnlar) pragmatik xususiyatlari o'rganiladi. Funktsional-pragmatik nazariya asosida tadqiqot kommunikativ niyat, madaniy ma'no, emotsional ta'sir va persuasiv strategiyalarning rus tiliga tarjimada qanday saqlanishi yoki moslashtirilishini tahlil qiladi. Maqolada kichik janr matnlarini tarjima qilishda pragmatik ekvivalentlik so'zma-so'z moslikdan ustun ekanligi ko'rsatilib, Skopos nazariyasi hamda dinamik ekvivalentlik kabi funktsional yondashuvlarning ahamiyati ta'kidlanadi. Tadqiqot natijalari samarali tarjima uchun lokallashtirish, kompensatsiya, transkreasiya kabi usullarni qo'llash hamda nutq aktlari, implikaturalar va janr konvensiyalariga e'tibor qaratish zarurligini namoyon etadi.

Аннотация. Данная научная статья посвящена исследованию прагматических особенностей текстов малых жанров (заголовков, слоганов, рекламных сообщений, этикеток, а также микротекстов в социальных сетях) в переводе. Опираясь на функционально-прагматическую теорию, работа анализирует способы сохранения или адаптации коммуникативного намерения, культурно обусловленных смыслов, эмоционального воздействия и персуазивных стратегий при переводе на русский язык. Показано, что прагматическая эквивалентность имеет приоритет над буквальным соответствием при переводе текстов малых жанров, и подчёркивается значимость функционалистских подходов, таких как теория Скопоса и динамическая эквивалентность. Результаты исследования демонстрируют, что эффективный перевод требует локализации, компенсации, транскрипции, а также внимательного учёта речевых актов, импликатур и жанровых конвенций.

Key Words: Small-genre texts; pragmatics; translation studies; dynamic equivalence; Scopes theory; localization; implicature; speech acts; pragmatic adaptation

Kalit soʻzlar: kichik janr matnlari; pragmatika; tarjima tadqiqotlari; dinamik ekvivalentlik; Skopos nazariyasi; lokallashtirish; implikatura; nutq aktlari; pragmatik moslashtirish.

Ключевые слова: тексты малых жанров; прагматика; переводоведение; динамическая эквивалентность; теория Scopes; локализация; импликатура; речевые акты; прагматическая адаптация

Introduction. Small-genre texts (малые жанры) — such as headlines, slogans, captions, advertisements, memes, labels, tweets, and short public notices — are highly pragmatic and culturally embedded. Their translation requires not only linguistic accuracy but also the preservation of communicative intent, emotional impact, and cultural resonance. The present article examines the pragmatic features of small-genre

text translation using theoretical terminology and provides expanded English–Russian examples to illustrate pragmatic shifts.

Methods. The methodological framework of the study is based on an interdisciplinary combination of translation theory, pragmatics, and discourse analysis. The following theoretical components were employed:

Functionalist Translation Theories. The study draws on key principles of functionalist approaches, which emphasize the communicative purpose and functional characteristics of the source and target texts.

Scopes Theory [H. J. Vermeer]: focuses on the intended function of the translated text and the translator’s strategic decision-making.

Text Typology [K. Reiss]: provides criteria for categorizing texts based on their dominant function (informative, expressive, operative), which is essential in analyzing small-genre texts with strong persuasive and operative functions.

Pragmatic Approaches in Translation Studies

To account for the pragmatic density of small-genre texts, the study employs theories that prioritize communicative intent and reader response.

Dynamic Equivalence [E. Nida]: emphasizes the importance of achieving equivalent effect or response in the target audience rather than literal correspondence.

Pragmatic Adaptation [V. N. Komisarov]: highlights the translator’s need to adjust the text according to pragmatic norms, cultural expectations, and contextual factors.

Discourse-Pragmatic Analytical Tools

A detailed pragmatic analysis was performed using classical mechanisms of linguistic pragmatics:

Speech Act Theory (Austin, Searle): used to identify the illocutionary force (directive, expressive, commissive, etc.) of small-genre microtexts.

Presupposition and Implicature (Grice): applied to uncover hidden assumptions, implicit meanings, and contextual cues embedded within brief textual forms.

Deixis and Contextual Anchoring: examined to evaluate how reference to time, space, and social relations is preserved or transformed in translation.

Contrastive and Comparative Translation Analysis

The study conducts a systematic comparison between English small-genre texts and their Russian translations, focusing on pragmatic shifts and functional equivalence. The procedure includes:

Identification of pragmatic markers in the source text

Analysis of translation strategies (localization, modulation, transcreation, compensation)

Evaluation of pragmatic outcomes in the target text

Assessment of translator's choices in relation to Skopos and target audience expectations

Results

1. Pragmatic Condensation and Brevity

Small-genre texts are extremely concise and often elliptical. Translators must preserve the pragmatic force while adjusting the wording.

EN: *"Think different."* (Apple)

RU: «Думай иначе.»¹

The imperative structure maintains motivational impact.

EN: *"Refresh your world."* (Pepsi)

RU (*adapted*): «Обнови свой мир.»

¹ Apple Inc. *Think Different* advertising campaign, introduced 1997. Steve Jobs, "Apple Special Event, September 1997," Apple Archive.

RU (*creative*): «Освежи свою жизнь.»² — a trans created variant focusing on pragmatic effect.

2. Cultural Pragmatics and Localization

Many small texts carry culture-bound elements.

EN headline: "*Black Friday madness begins!*"

Literal translation (word-to-word) sounds unnatural in Russian.

RU localized: «Чёрная пятница стартовала!»

RU expressive: «Начался ажиотаж Чёрной пятницы!»³

3. Persuasive Pragmatics in Advertisements

Small-genre ads aim to influence behavior.

EN: "*Save more. Live better.*" (Walmart)

RU: «Плати меньше — живи лучше.» (pragmatic rhyme preserved)

EN: "*Feel the difference.*"

RU: «Почувствуй разницу.» — a well-established functional equivalent.⁴

4. Speech Acts and Illocutionary Force

Microtexts often perform directive, expressive, or commissive speech acts.

EN directive: "*Join now!*"

RU: «Присоединяйтесь сейчас!»

RU promotional variant: «Присоединяйтесь прямо сейчас!»

EN expressive: "*Thank you for choosing us!*"

RU: «Спасибо, что выбрали нас!»

EN warning: "*Keep away from heat.*" (label)

RU: «Держать вдали от источников тепла.»⁵

² PepsiCo. Global slogan variant "Refresca tu mundo" used in Latin American campaigns (early 2000s). English back-translation commonly rendered as "Refresh your world." PepsiCo Advertising Archives.

³ The phrase "Black Friday" is widely used in English-language retail marketing to denote the major annual discount event occurring the day after Thanksgiving in the United States. *Oxford English Dictionary*, "Black Friday," retail sense.

⁴ Walmart's slogan "Save more. Live better." was introduced in 2007 as part of a corporate rebranding campaign emphasizing value-oriented consumer behavior. Walmart Corporate Communications, *Brand Identity Guidelines*, 2007.

⁵ Austin, J. L. *How to Do Things with Words*. Oxford: Clarendon Press, 1962.p-98

5. Implicature and Presupposition

Small texts rely heavily on what is implied rather than explicitly stated.

EN poster: *"Ready for summer?"*

Implicature: need to buy summer goods.

RU: «Готов к лету?»

EN promo: *"Missed us?"*

RU: «Соскучились по нам?»⁶ — presupposes previous interaction.

6. Rhythm, Sound, and Memorability

Pragmatic effect is often tied to phonetic choices.

EN: *"No limits. No excuses."*

RU: «Без границ. Без оправданий.» — rhythm partially preserved.

EN: *"Eat fresh."* (Subway)

RU: «Всегда свежее.»⁷ — modulated for naturalness.

Discussion. The translation of small-genre texts requires:

- Functional equivalence instead of literal equivalence
- Attention to cultural norms, genre expectations, and target audience
- Use of pragmatic strategies: adaptation, transcreation, modulation, compensation

- Consideration of speech act theory to preserve illocutionary force

Pragmatic challenges occur because:

- Small genres rely on implicature, cultural references, and persuasive strategies
- Literal translations often disrupt rhythm, memorability, or emotional intensity

⁶ Grice, H. P. *Logic and Conversation*, in *Syntax and Semantics*, Vol. 3, edited by Peter Cole and Jerry L. Morgan, 41–58. New York: Academic Press, 1975. p-129

⁷ Crystal, David. *The Cambridge Encyclopedia of the English Language*. 3rd ed. Cambridge: Cambridge University Press, 2010, p-524

➤ Cultural adaptation may require replacing the original concept entirely

Conclusion. Abovementioned all results and discussion show that Small-genre texts possess high pragmatic density and demand a flexible, functional translation approach. Effective translation maintains communicative intent, cultural resonance, emotional appeal, and persuasive force.

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