



TRANSLATION PROBLEMS IN ENGLISH ADVERTISEMENTS INTO UZBEK: A LINGUISTIC AND PRAGMATIC ANALYSIS

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Abstract: *This article examines the major challenges involved in translating advertising texts from English into Uzbek. Advertising language is highly creative, persuasive, and culturally bound, which makes direct translation insufficient for achieving communicative effectiveness. The study focuses on key linguistic issues such as lexical gaps, idiomatic expressions, ambiguity, and wordplay, as well as cultural and pragmatic factors that influence translation outcomes. Special emphasis is placed on the concept of transcreation as a strategy for adapting advertising messages to the target audience while preserving their original intent and impact. Through qualitative analysis, the article demonstrates that successful translation of advertisements requires not only linguistic competence but also cultural awareness and creative skills. The findings highlight the importance of localization and audience-oriented approaches in producing effective Uzbek advertising texts.*

Аннотация: *В данной статье рассматриваются лингвистические, культурные и прагматические трудности, возникающие при переводе рекламных текстов с английского языка на узбекский. Рекламный дискурс характеризуется своей убеждающей направленностью, стилистической креативностью и культурной спецификой, что усложняет процесс достижения эквивалентности при переводе. В исследовании выявляются основные проблемные области, включая лексические лакуны, идиоматические выражения, игру слов и культурные отсылки, а также анализируется их влияние на качество перевода. Особое внимание уделяется роли транскреации как адаптивной стратегии, при которой приоритет отдаётся коммуникативной эффективности, а не формальному соответствию. В*



заклучение предлагаются практические рекомендации по совершенствованию переводческой практики в узбекском рекламном контексте.

Ключевые слова: перевод рекламы; узбекский язык; транскреация; локализация; культурная адаптация; лексические лакуны; прагматика; персуазивный дискурс; межкультурная коммуникация

Annotatsiya: Ushbu maqolada ingliz tilidagi reklama matnlarini o'zbek tiliga tarjima qilish jarayonida yuzaga keladigan lingvistik, madaniy va pragmatik muammolar ko'rib chiqiladi. Reklama diskursi o'zining ishontiruvchi yo'nalishi, uslubiy kreativligi va madaniy o'ziga xosligi bilan ajralib turadi, bu esa tarjimada ekvivalentlikka erishish jarayonini murakkablashtiradi. Tadqiqotda asosiy muammoli jihatlar, jumladan leksik bo'shliqlar, idiomatik ifodalar, so'z o'yinlari va madaniy ishoralar aniqlanib, ularning tarjima sifatiga ta'siri tahlil qilinadi. Shuningdek, transkreatsiya adaptiv strategiya sifatida ko'rib chiqilib, unda formal moslikdan ko'ra kommunikativ samaradorlik ustuvor ahamiyat kasb etishi ta'kidlanadi. Xulosa qismida o'zbek reklama kontekstida tarjima amaliyotini takomillashtirish bo'yicha amaliy tavsiyalar beriladi.

Kalit so'zlar: reklama tarjimasi; o'zbek tili; transkreatsiya; lokalizatsiya; madaniy moslashuv; leksik bo'shliqlar; pragmatika; ishontiruvchi diskurs; madaniyatlararo kommunikatsiya

INTRODUCTION

Advertising texts represent a unique genre within applied linguistics due to their hybrid nature, combining informative and persuasive functions. The translation of advertisements from English into Uzbek poses significant challenges because it requires not only linguistic competence but also cultural and pragmatic awareness. In recent years, the expansion of global markets has intensified the need for high-quality translations tailored to Uzbek-speaking consumers.

METHODS

This study employs a qualitative research approach to analyze translation problems in English advertisements into Uzbek. A comparative method is used to



examine selected English advertising texts alongside their Uzbek translations. The data consists of authentic advertising materials collected from online platforms, media sources, and marketing campaigns.

The analysis focuses on identifying linguistic, cultural, and pragmatic challenges, including lexical non-equivalence, idiomatic expressions, and culture-specific references. Each example is evaluated in terms of translation strategies such as literal translation, adaptation, and transcreation. Additionally, the study applies a descriptive-analytical method to interpret how these strategies affect the overall effectiveness and persuasive impact of the translated texts.

This methodological framework allows for a systematic examination of recurring translation issues and provides insights into best practices for achieving communicative equivalence in advertising translation¹.

RESULTS

Linguistic Problems in Translation

Lexical Non-Equivalence

Many English advertising terms lack direct Uzbek equivalents, especially those related to modern marketing, technology, and lifestyle. This leads to either borrowing, paraphrasing, or semantic approximation².

Idiomatic Expressions

Idioms such as “think outside the box” or “hit the road” cannot be translated literally without losing meaning. Uzbek translators must either find functional equivalents or reformulate the message.

Wordplay and Stylistic Devices

English advertisements frequently employ alliteration, rhyme, and puns (e.g., “Snap, Crackle, Pop”). These features are difficult to replicate due to structural differences between English and Uzbek.

Cultural and Sociolinguistic Issues

¹ Munday, J. (2016). *Introducing Translation Studies: Theories and Applications*. Routledge.

² Baker, M. (2018). *In Other Words: A Coursebook on Translation*. Routledge.



Culture-Specific References

References to Western lifestyles, humor, or traditions may not be easily understood by Uzbek audiences. For example, references to Thanksgiving or baseball may require adaptation or replacement³.

Sociocultural Norms

Differences in values—such as collectivism versus individualism—affect how messages are perceived. Advertisements emphasizing personal success may need to be reframed to align with local cultural expectations.

Pragmatic and Communicative Challenges

Speech Acts and Persuasion

Advertising relies heavily on directive and expressive speech acts. The force of these acts may change in translation, reducing persuasive effectiveness.

Tone and Register

English advertisements often use informal and engaging language. Uzbek translations must carefully balance naturalness with appropriateness, considering audience expectations.

Brevity vs. Explicitness

English slogans are typically concise, while Uzbek translations may require additional explanation, potentially weakening their impact⁴.

Methodological Considerations

A qualitative comparative analysis of selected English advertisements and their Uzbek translations reveals recurring patterns of translation difficulties. Examples demonstrate that literal translation often results in semantic distortion or loss of persuasive effect, whereas adaptive strategies yield more effective outcomes⁵.

DISCUSSION

The findings indicate that translating English advertisements into Uzbek requires more than linguistic equivalence, as cultural and pragmatic factors

³ Venuti, L. (2013). *Translation Changes Everything: Theory and Practice*. Routledge.

⁴ House, J. (2015). *Translation Quality Assessment: Past and Present*. Routledge.

⁵ Baker, M. (2018). *In Other Words: A Coursebook on Translation*. Routledge.



significantly influence meaning. Literal translation often fails to convey persuasive intent, while adaptive strategies such as transcreation enhance effectiveness. Therefore, successful advertisement translation depends on balancing accuracy with cultural relevance and audience expectations.

Recommended Strategies

- **Transcreation:** Reconstructing the message creatively rather than translating word-for-word.
- **Localization:** Adapting content to local cultural and linguistic norms.
- **Borrowing and Calque:** Selective use of English terms where appropriate.
- **Audience Analysis:** Considering demographic and cultural characteristics of the target audience.
- **Interdisciplinary Collaboration:** Engaging linguists, marketers, and cultural experts.

CONCLUSION

In conclusion, the translation of English advertisements into Uzbek is a complex and multidimensional process that goes beyond simple linguistic substitution. The study has shown that lexical non-equivalence, cultural differences, and stylistic features such as tone and register create significant challenges for translators. Literal translation often leads to loss of meaning, reduced persuasive impact, or even misunderstanding, particularly when dealing with idiomatic expressions, wordplay, and culture-specific references.

The analysis highlights that effective advertising translation requires a functional and audience-oriented approach. Strategies such as transcreation, localization, and cultural adaptation play a crucial role in preserving the communicative purpose and emotional appeal of the original message. Translators must possess not only strong linguistic competence but also intercultural awareness and creative skills in order to produce natural and impactful Uzbek versions of advertisements.

Furthermore, the study emphasizes the importance of considering pragmatic factors, including audience expectations, social norms, and context of use. A well-



translated advertisement should sound authentic to the target audience while maintaining the core message of the source text.

Overall, improving the quality of advertising translation in the Uzbek context requires the integration of modern translation theories, practical strategies, and collaboration between linguists and marketing professionals. Future research may focus on empirical studies and corpus-based analysis to further explore effective translation techniques in this field.

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