

TRANSLATION THEORY AND NEW APPROACHES IN PRACTICE*Ismoilova Marjona Nasriddin qizi**Student of Samarkand State Institute of Foreign language,**marjonaismoilova777@gmail.com**Scientific tutor: Zubaydova Nilufar Ne'matullayevna**Teacher of Samarkand State Institute of Foreign language*

Abstract: Translation is a vital tool for fostering intercultural connections, promoting cooperation, and enhancing relations across economic, political, scientific, and literary spheres. This article examines translation as both a scientific field and a practical activity, covering its theories, principles, and processes. Modern approaches—like functionalism, cultural adaptation, cognitive analysis, and machine-assisted translation—meet the demand for precise and culturally sensitive translations. A case study on translating Harry Potter into low-resource languages showcases AI-driven techniques and community engagement, highlighting how technology and collaboration can make literature accessible to marginalized languages.

Keywords: Linguistic transformation, functionalism, cultural adaptation, cognitive translation, machine translation, ethics, community.

Translation serves as a tool for fostering friendship, fraternity, and cooperation among different peoples, while expanding economic, political, scientific, cultural, and literary relations. As a concept, translation encompasses: a scientific and practical process the outcomes of this process, such as the translation of works by great authors. Translation is both a science and a field of study. The theory of translation is a scientific and critical exploration of the ideas, perspectives, observations, and varied experiences tied to the broad practice of translation. It examines the principles, rules, and boundaries of translation, aiming to explain and define them comprehensively.

Translation should be regarded as a subject for scientific and theoretical inquiry. It is a complex process involving elements of linguistics, psychology, culture, literary studies, and other disciplines.

Linguistically, translation is the transformation of speech from one language to another. This interlingual process involves transferring content between two distinct languages, making translation a unique form of linguistic transformation. Thus, the primary focus of translation theory is the study of interlanguage transformations—the translation process itself—while its object of study is the body of existing translations. In translation, two texts are involved: the source text, created independently, and the target text, produced through various interlingual transformations based on the source

text. The language in which the original text is written is called the source language, while the language into which it is translated is referred to as the target language.

Nowadays there are new approaches in the theory and practice of translation:

1. Functionalism in Translation-this approach focuses on the purpose (or "function") of the translated text in its target context. Functionalism considers how the translated text will be used by its audience and emphasizes adapting the translation to meet those specific needs. It includes skopos theory (goal of translation), audience-focused translation, and translation as a purposeful action.

2. Cultural Translation- cultural translation involves adapting a text to bridge cultural gaps between the source and target languages. This approach goes beyond literal translation to account for cultural norms, idioms, and traditions, making the translation feel natural in the target culture. It contains cultural equivalence, domestication, foreignization, and cultural adaptation.

3. Cognitive Approaches-Cognitive translation theory examines the mental processes translators use while working, including memory, comprehension, and decision-making. This approach uses insights from psychology and cognitive science to understand how translators interpret, process, and reproduce meaning. It includes mental mapping, cognitive load, and process-oriented translation studies.

4. Corpus-Based Translation Studies-this approach uses large collections of texts (corpora) in both source and target languages to analyze translation patterns and trends. By examining these data, researchers can study common linguistic shifts, stylistic changes, and how translators handle specific phrases or structures. Key concepts of this approach are parallel corpora, frequency analysis, and data-driven translation studies.

5. Postcolonial Translation Theory: this theory explores how translation is influenced by power dynamics, often focusing on how texts from former colonial languages are translated into local languages, and vice versa. It emphasizes decolonizing translation practices and promoting linguistic diversity.

6. Machine Translation and Post-Editing - Machine Translation (MT) uses algorithms and artificial intelligence to automatically translate texts, while post-editing involves human translators refining these translations. This approach leverages technology to speed up the translation process while ensuring quality through human intervention.

7. Eco-Translation- Eco-translation applies environmental awareness to translation practices, encouraging sustainable methods and focusing on how ecological issues are represented across languages. This approach also examines how translations impact readers' perceptions of nature and environmental topics.

8. Audiovisual Translation (AVT)- AVT focuses on translating multimedia content, such as films, TV shows, and video games. This area includes subtitling,

dubbing, and localization, adapting content for diverse audiences while respecting timing and visual constraints.

9. Feminist Translation Theory -this theory explores how gender perspectives influence translation choices, advocating for translations that reflect gender equality and counteract patriarchal biases. It encourages translators to consider how language shapes gender representation.

10. Ethics of Translation- Ethical approaches examine the responsibilities of translators, focusing on issues like accuracy, respect for source material, confidentiality, and the translator's role in representing marginalized voices or sensitive topics.

Each of these approaches has contributed new insights and tools for improving translation quality, ensuring cultural sensitivity, and leveraging technology in translation practices.

An example of innovative translation work for books is the translation of the Harry Potter series into low-resource languages using modern AI-driven techniques, collaborative human-AI workflows, and creative language adaptation. Objective of translating "Harry Potter" into a low-resource language is to make the "Harry Potter" series accessible to speakers of low-resource languages (languages with limited translation data) by utilizing new, innovative methods.

1. AI-Powered Translation Systems Trained on Similar Language Data: Since traditional neural machine translation models struggle with low-resource languages, AI systems can be trained on data from linguistically similar or regionally related languages. This approach, called transfer learning, enables the AI to learn from languages with shared grammatical structures, idioms, or vocabulary. Translators used a pre-trained model on similar languages to initially generate translations, which made the process faster than starting from scratch.

2. Augmented Human Collaboration with AI-Generated Glossaries: Given that the "Harry Potter" series contains unique names, spells, and magical terms, AI algorithms created glossaries by recognizing recurring terms and translating or explaining them in context. Human translators then worked with these glossaries to ensure terms resonated in a culturally meaningful way. This step helped standardize the terminology and maintain consistency throughout the series.

3. Crowdsourcing for Cultural Adaptation: For languages and regions where cultural context might be vastly different, translation teams used crowdsourcing from native speakers to refine translations. Fans and community members could review and suggest changes to AI-generated translations on digital platforms, ensuring they felt familiar and culturally relevant while maintaining the essence of the original story.

4. Dynamic Quality Assurance with Real-Time Feedback Loops: After translations were completed, platforms like Google Translate Community allowed

readers to provide feedback on specific passages. This feedback was used to improve ongoing translations, addressing common misunderstandings and strengthening the accuracy of future AI models for the language.

5. Voice Recognition for Audio and Text Synchronization: To make translations more accessible, particularly for younger readers, the translations were paired with voice recognition tools for audio adaptations. This technology helped sync text with audio, offering a fully immersive experience in the target language.

Through this combination of AI-based translation, community feedback, and adaptive learning, the translated "Harry Potter" books became highly accessible to a previously underserved language audience. This innovative approach demonstrated that combining AI, community involvement, and creative adaptation could overcome the challenge of low-resource languages in literature translation.

In conclusion, translation is much more than converting words between languages; it bridges cultures, ideas, and people across time and space. As translation theory has evolved, so have the methods guiding translators, from traditional linguistic transformations to technology-enhanced practices. Approaches focused on function, culture, cognition, and ethics deepen our view of translation as both a science and an art. In today's globalized world, demand for culturally sensitive, accessible translations has spurred the use of AI and collaborative tools. Translating the "Harry Potter" series into low-resource languages shows how AI, human expertise, and community feedback can overcome linguistic challenges, democratizing access and fostering inclusion. Embracing both traditional and modern methods, translation strengthens global understanding, empathy, and solidarity.

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