

Pragmalingvistika, funksional tarjimashunoslik va til oʻrgatish jarayonlari integratsiyasi

Прагмалингвистика, функциональное переводоведение и интеграция процессов преподавания языка

Pragmalinguistics, functional translation studies and integration of language teaching processes

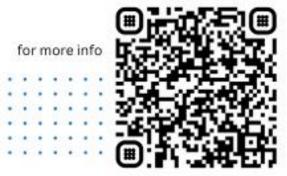
International Scientific and Theoretical Conference

Section 1: Cognitive science and linguoculturology in modern linguistics.

Section 2: Literary studies and society.

Section 3: Problems of comparative typology and translation studies, modern problems of philology.

Section 4: Integration of information and communication technologies into the language learning process.



OʻZBEKISTON RESPUBLIKASI OLIY TA'LIM, FAN VA INNOVATSIYALAR VAZIRLIGI BUXORO DAVLAT UNIVERSITETI

Ingliz tilshunosligi kafedrasi

PRAGMALINGVISTIKA, FUNKSIONAL TARJIMASHUNOSLIK VA TIL O'RGATISH JARAYONLARI INTEGRATSIYASI

mavzusidagi xalqaro miqyosidagi ilmiy-nazariy anjuman materiallari TOʻPLAMI

2025 yil, 29-mart

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COMPARITIVE LINGUISTICS AND TRANSLATION ISSUES IN THE ERA OF GLOBALIZATION

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Abstract: In the era of globalization comparative linguistics and translation come across to several problems connected with enhancement of intercultural communication, the development of technology, and shifts in the linguistic landscape. One of the most faced problems is maintaining semantic accuracy when conveying meaning, especially given lexical and grammatical incongruities. This study examines the main problems and trends in comparative linguistics and translation, proposing possible strategies to address them in the modern context.

Key words: Globalization, linguistics, translation, technology, grammar, culture, words, Language Convergence vs. Language Divergence

Аннотация: В эпоху глобализации сравнительная лингвистика и перевод сталкиваются с рядом проблем, связанных с усилением межкультурной коммуникации, развитием технологий и изменениями в языковом ландшафте. Одна из наиболее распространённых трудностей — сохранение семантической точности при передаче смысла, особенно с учётом лексических и грамматических несоответствий. В данном исследовании рассматриваются основные проблемы и тенденции в сравнительной лингвистике и переводе, а также предлагаются возможные стратегии их решения в современном контексте.

Ключевые слова: Глобализация, лингвистика, перевод, технология, грамматика, культура, слова, языковая конфергенция и языковая дивергенция

INTRODUCTION. In the context of rapidly changing information space, the role of the intercultural communication is increasing and represents a strong area of research aimed at understanding the type of problems that may be faced during translation and in the field of comparative linguistics.

In a globalized world, translation plays a pivotal role in facilitating communication, fostering cross-cultural understanding, and enabling international cooperation. As globalization increases the interconnectedness of economies, cultures, and populations, the demand for effective translation services has surged, underscoring the critical importance of this field.

Translation is needed everywhere, whether it is international trade and business, crosscultural communication, supporting international organizations and diplomacy, for enabling access to knowledge and education or in adapting to technological advancements.

Challenges faced in translation within different cultures. Now let's delve into the problems that we may face with translation in the current era of globalization. First and foremost, it is all about linguistic barriers. Different languages have unique grammar structures, idioms and expressions that may not have direct equivalents, making accurate translation much more complicated. Followingly comes loss of meaning and nuance, as certain words or phrases carry cultural or contextual significance that may be lost in translation, leading to misinterpretations. Also, there is a cultural difference, meaning what is acceptable in one culture may be inappropriate in another. Humor, metaphors, and social norms vary across regions, requiring careful localization rather than direct translation. In addition, some translations must comply with legal or regulatory

requirements, and inaccuracies can result in serious consequences, such as contractual disputes or misinformation. Moreover, in literature, marketing and media, the emotional and persuasive impact of language can be difficult to replicate in another language without altering the intended effect.

Challenges faced by comparative linguistics in the era of globalization. Comparative linguistics faces several obstacles, as languages interact more frequently and influence one another. Some key issues include: Language Convergence vs. Language Divergence, translation and equivalents challenges, code-switching and language mixing, impact of English as a Lingua Franca, Structural and Phonetic Variations Across Languages, Linguistic Identity and Cultural Preservation.

Globalization encourages language convergence, where dominant languages (e.g., English, Mandarin, Spanish) influence smaller languages. This can lead to language shift or even language extinction. At the same time, local dialects and languages may resist this influence, leading to linguistic divergence and the emergence of hybrid forms or creoles. Also, some languages have words and grammatical structures that have no direct equivalent in other languages. This creates difficulties in semantic equivalence, leading to misunderstandings or the need for paraphrasing. For example: The German word Schadenfreude (pleasure from someone else's misfortune) has no perfect English equivalent. When it comes to the Code-Switching and Language-mixing I can say that globalization has increased bilingualism and multilingualism, leading to alternating between languages in conversation. This can create challenges in linguistic analysis and communication standardization. For instance: English-Spanish code-switching (Spanglish), such as Voy a parquear el carro ("I'm going to park the car"). Noe let's see this issue in case of impact of English as a Lingua Franca. English has become the dominant global language in business, science, and technology, but this raises concerns about linguistic imperialism and the loss of linguistic diversity. Non-native speakers often adapt English to their own linguistic structures, creating "World Englishes", which can affect mutual intelligibility. In addition, different languages have unique phonetic, morphological, and syntactic features, making comparative studies complex. We can clearly see it in the word order variations – English follows Subject-Verb-Object (SVO), while Japanese follows Subject-Object-Verb (SOV). Last but not least, with increased globalization, some communities struggle to maintain their linguistic identity, as younger generations shift to global languages for economic or social mobility. Governments and linguistic organizations are working to preserve endangered languages, but globalization makes it a bit challenging.

In conclusion, the era of globalization has significantly transformed the fields of translation and comparative linguistics, making them more essential than ever. While translation bridges communication gaps and fosters international collaboration, it also faces numerous challenges, from linguistic barriers and cultural differences to legal and contextual complexities. Similarly, comparative linguistics grapples with the evolving dynamics of language convergence, divergence, and cultural preservation in an increasingly interconnected world. Addressing these challenges requires a nuanced approach that balances linguistic accuracy with cultural sensitivity, ensuring that language continues to serve as a tool for understanding rather than division. As globalization progresses, the role of translation and comparative linguistics will remain crucial in shaping meaningful cross-cultural interactions and preserving linguistic diversity.

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