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VISION

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PECULIARITIES OF TRANSLATING SELF-HELP BOOK TITLES INTO THE UZBEK LANGUAGE

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ABSTRACT

The article discusses the peculiarities of self-help books and their titles, as well as the strategies of translating self-help book titles into the Uzbek language. As the compared languages, that is English and Uzbek, belong to different language families, they have different language structure, which influences the result of translation by making various changes in the form and meaning.

KEYWORDS: *Self-Help, Self-Improvement, Transformation, Calque, Transcription, Transliteration, Literal Translation.*

INTRODUCTION

XXth century saw a dramatic rise in the publication and translation of self-help books. According to the definition given by Merriam-Webster dictionary the term “self-help” means *the action or process of bettering oneself or overcoming one's problems without the aid of others especially: the coping with one's personal or emotional problems without professional help*. Self-help books frequently concentrate on popular psychology, such as relationships, or characteristics of the mind and human behavior that self-help proponents believe can be influenced with effort. Self-help books usually promote themselves as being able to improve self-awareness and performance, as well as life satisfaction. They frequently claim that they can help you do this faster than traditional therapies.

DISCUSSION

As self-help books are getting popular and read by millions of people in their original language, the translation of such books is making it possible to reach hundred millions of people all around the world. However, modern translation still considers adequate translation with full pragmatic function as its main focus, and translation of self-help books that evokes the same pragmatic effect on the target receptors is of great importance to research and analyse.

As a scope of analyses we have chosen the translation of self-help book titles into the Uzbek language for the several reasons. Firstly, for quite a long time, the names of books of fiction and non-fiction, as a linguistic phenomenon, have attracted the attention of researchers. Secondly, analysing the titles and their translation is important because they are probably one of the first things that potential readers encounter, and from which they decide whether to read on. According to L.L. Nelyubin, the heading is the most important means of rubrication and an element of structural formalization, reflecting the subject matter and the main idea of the

highlighted part of the document in an extremely concise and laconic form; acts as an important unit of message that conveys certain information. At the same time, the translation of a title, which has a number of specific features, can be considered a separate translation problem. First of all, it is necessary to mention the difficulties in understanding the titles of works, which are due to two reasons:

- 1) The fact that they are allowed to violate language norms;
- 2) Insufficient complete and deep knowledge of the realia and culture of the country of the target language, as well as gaps in the knowledge of phraseology.

ANALYSES

When it comes to the titles or headings of self-help books, they have special grammatical form to make them sound more attractive and more promising to the reader. According to K.D.Liang the grammatical structure of self-help books written in English are as follows:

Noun phrases: "The power of now"

Imperative clause: "Wreck this journal: Now in colour"

Ing-clause: "Crying in H Mart"

Declarative clause: "Good days start with gratitude"

Non-finite wh clause: "How to win friends and influence people"

Adjective phrase: "Untamed"

Finite wh-clause: "What happened to you?"

Prepositional phrase: "From panic to power"

Ambiguous: "Greenlights"

An important problem when translating a title of a self-improvement book is the definition of its functions. As a rule, book titles perform such functions as: informational and explanatory, predictive, nominative, relay and, finally, stylistic functions. The informational and explanatory function informs the reader of a brief content of the given text, forms the mindset for understanding the text, since the main task of the title is to attract attention, interest the reader, establish contact with him and even amaze him. After reading the title, the reader gets a first impression of the work. This testifies to the predictive function of the title, which is involved in the formation of the reader's attitude towards the perception of a work of art. The title also performs the nominative function, defines and highlights the subject of the image, at the same time embodying the author's idea of this subject. The relay function is a kind of "amplifier" of the artistic meaning of the title and, thus, the meaning of the artistic text. And, finally, the stylistic function is the expressive potential of the interaction of the linguistic means of a work of art, providing the transfer of emotional, expressive and evaluative information.

Thus, speaking about the features of the translation of headings, the following features of headings should be taken into account:

- 1) in English, there is a significant predominance of verb phrases over nominal ones. At the same time, nominal phrases are much more common among Uzbek headlines;

- 2) English headings are characterized by the omission of the article, possessive pronouns and other official words, the forms of the verb 'to be' are often omitted, sometimes semantic verbs and other words that can only be guessed after viewing the text are omitted;
- 3) In English headings, instead of the past tense verb forms, the present tense forms are used; instead of personal forms of the future tense verb, the infinitive is used;
- 4) The English title is an extremely concise version of the main content of the text. At the same time, many headings of Uzbek texts are built on a different principle: they, rather, serve as a signal focusing attention on one of the elements of the text content;
- 5) Colons and question marks are used to attract attention in headings;
- 6) Full sentences as headings are not so common. Even if the title is a complete sentence in structure, for its translation it is sometimes necessary to read the text in order to understand the meaning;
- 7) English titles can be represented by a phrase with a participle or gerund;
- 8) The use of colloquial forms and slang in names;
- 9) The greatest difficulty in translation, obviously, is the use of phraseological units, word games and deliberately modified fixed expressions in the headings, the meaning of which is transparent only for those who know the culture of English-speaking countries well.

The simplest translation strategy is a direct or literal translation of book titles into Uzbek, which is used in the absence of untranslatable sociocultural realia and a conflict between form and content.

Direct translation techniques are used when the structural and conceptual elements of the source language can be transferred to the target language. They include:

- 1) Borrowing, transcription and transliteration.

"Monk who sold his Ferrari" Robin Sharma – "Ferrari" sinisotganrohib

As a type of direct translation, in the Uzbek title car brand "Ferrari" is given as the original, because using any other equivalent instead of the original brand name would have no sense, as this very brand is known to potential Uzbek readers.

- 2) Calque

"Leader without a title" Robin Sharma – "Unvonsizlider"

- 3) Literal translation

"The Secret" Rhonda Byrne - "Sir"

"Who will cry when you die?" Robin Sharma – "O'lsangkimyig'laydi?"

"The 21 Irrefutable Laws of Leadership" John Maxwell - "Liderlikning 21 muqarrarqonuni"

"Think and Grow rich" Napoleon Hill – "O'ylava boy bo'l"

In the given examples above, titles in original and in translated variants have almost the same grammatical structure. "The Secret" – "Sir" noun, "Who will cry when you die? –

“O’lsangkimyig’laydi?” finite wh-clause, “The 21 Irrefutable Laws of Leadership” - “Liderlikning 21 muqarrarqonuni” noun phrase, “Think and Grow rich”- “O’ylava boy bo’l” imperative mood.

The second strategy is the **transformation** of the name, which is due to various factors, such as lexical, stylistic, functional, pragmatic. “*The Cafe on the Edge of the World*” John Strelecky – “*Yerchekkasidagiqahvaxona*”, “*The subtle art of not giving a f*ck*” Mark Manson – “*Beparvolikningnoziksani’ati*”, “*Everything is f*cked*” Mark Manson – “*Hammasirasvo*”, “*The 7 habits of highly effective people*” Steven Covey – “*Muvaffaqiyatliinsonlarning 7 ko’nikmasi*”, “*Tuesdays with Morrie*” Mitch Albom - “*Morriningseshanbadarlari*”, “*How to stop worrying and start living*” Dale Carnegie – “*Bezovtalikdanxalosbo’lishvayangihayotboshlashsirlari*”, “*Men are from Mars, Women are from Venus*” John Grey – “*Erkaklar Mars, ayollarVenerasayyorasidan*”

Most of the book titles taken for analyses were translated with the help of transformations, for literal or direct translation of these titles were impossible due to the nature of the English and Uzbek languages.

And finally, the last strategy used by translators is to replace titles of works due to the impossibility of conveying the pragmatic meaning of the original text. “*You Are A Badass: How to Stop Doubting Your Greatness and Start Living an Awesome Life*” Jen Sincero – “*Nisi.O’znishakllantirish*”, “*You Are a Badass at Making Money: Master the Mindset of Wealth*” Jen Sincero – “*Nolimang*”, “*The Power of Ambition*” Jim Rohn – “*AqlVitaminlari*”, “*Beyond positive thinking*” Robert Anthony – “*O’ylashni bas qil*”, “*The 48 laws of Power*” Robert Greene – “*Hayotning 48 qoidasi*”.

CONCLUSION

Translating titles is often a significant problem. The main task in translating titles of self-help books is to convey the content of such books in a way that the meaning of the title should be close to the original. The translator must take into account these functions of the title and be guided not only by linguistic knowledge, but also take into account a lot of other nuances when translating it. The data of our research show that in order to achieve the adequacy of translation and understanding of the name, methods such as literal translation, calque, transcription and transliteration are used less, but transformations were the most used type of translation. The strategy of replace or change of the title was done in cases when it was necessary due to linguistic and cultural differences of the two languages. Thus, the peculiarity of the translation of book titles lies, first of all, in the peculiarities of the language itself, its structure, features, and then in the translator's ability to summarize all the above-mentioned subtleties and convey not only the information embedded in the title of the book, but also the meaning embedded by the author.

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