

The Functions of English Movie Titles in the Process of Translating them into Uzbek

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ABSTRACT

This article examines the promotional functions of translating the titles of English-language feature films into Uzbek. The principles of creating titles for works of art are examined, the principles of creating an advertising name, which is the first step in promoting a product, are identified, film translation strategies are analyzed, and the dependence of a work's commercial effectiveness on a well-written title is determined.

Keywords: Translation, translation strategies, commercial translation, identifying advertising functions, advertising impact of headlines

INTRODUCTION

Today, it is difficult to imagine our life without the film industry, because this type of industry is developing day by day. As a result of correctly translated film titles, fans become interested in watching this film. The main purpose of watching foreign films is to learn about the culture of other countries and nations. Any text has a communicative nature, it consists of messages and information. Therefore, the correct, adequate and reliable translation of film titles is an integral part of film translation.

During this process, the translator witnesses many linguistic difficulties. At the same time, this is a technical process, because film titles have the power to evoke certain feelings and impressions in people, and it is these that are embodied in film titles [5].

Cinema is one of the most developed sectors of the entertainment industry today, generating significant profits. This is why the role of translating foreign films has increased exponentially, making foreign worldviews and unfamiliar cultures more accessible, understandable, and visual.

Getting to know any film begins with its title. It's featured on posters, mentioned in TV shows and books, and serves as the film's calling card. Modern linguistics, covering a wide range of problems of both internal and external linguistics, can serve as a reliable basis for solving issues of the theory and practice of translation, contributing to the formulation and resolution of the issue of the specifics of translating texts of different genres and content.

LITERATURE REVIEW

In the process of omitting a word or words, it is appropriate for the translator to omit the words that are redundant in the title, taking into account the characteristics of the language, differences in styles, and differences in national values. The theory of translation transformations emerged in the middle of the 20th century and attracted the attention of linguists. Russian researchers Ya. I. Retsker, L. S. Barkhudarov, V. N. Komissarov, A. V. Fedorov, and others contributed to the development of this theory. Ya. I. Retsker divides transformations into lexical and grammatical types, emphasizing that these types of transformations complement each other in the translation process [10].

It's noteworthy that the methodology for analyzing literary translation is generally less developed than general translation theory. In our view, this is due not only to the complexity of the material being analyzed, but also to the methods used to analyze it and the specific framework used to determine the correspondence of the translated text to the original.

At the same time, the information in the title of the film also plays a big role. For example, film titles that directly appeal to the basic knowledge of the audience, that is, the reading audience, should have a high level of information.

These are *The Master and Margarita*, *The Idiot*, *Yesenin*, etc. In other words, the information about the film itself has an advertising character (of course, this refers to the part of the audience whose level of knowledge is susceptible to intellectual influence) [2].

The aim of the article was to identify the functions of translating English-language film titles. The research focused on defining the role of translation in product promotion.

The following objectives were set during the analysis:

1. to study the theoretical aspects of translation;
2. to examine the advertising impact model;
3. to determine the specific advertising functions of name translation;
4. to identify an approach to describing product names.

Through practical work, identify the above-mentioned aspects. To achieve this goal, publishers use a number of advertising tools. Modern researchers distinguish the following functions of the headline:

- signaling;
- informative;
- communicative;
- pragmatic

Adaptation as a translation technique is the adjustment of certain elements of the translated material so that this element becomes accessible and understandable.

Traditionally, three types of adaptation are used:

1. Direct (or literal) translation: “Land of bad – *Yovuzlikmaskani*;
2. Name transformations: using the expansion technique:
3. “Robot Chappi-Chappilaqabli robot” – and the omission technique: “Rules don’t apply – *Qoidalardantashqarida*”;

A film must be thoroughly analyzed before translating its title. In conclusion, a well-chosen translation strategy largely determines the creative life of a film.

In recent times, the share of direct translation has significantly decreased; strategies of transformation, replacement, and addition have become more frequently used, which allow for the fullest possible realization of translation functions.

METHODOLOGY

There are many methods and transformations in translating titles and titles, and choosing the most appropriate one is a difficult process. From this point of view, one of the main requirements for correctly translating a film title is analysing it, which allows the translator to get acquainted with its main idea, content, and plot. The main methods used in translation include:

1. If the film titles consist of a simple word or words, it is permissible to use the direct translation method. "It" – "U", "Sheriklar" – "Companions," "Burgut" – "Eagle," "Kuzatuvchi" – "Observer".
2. It is also appropriate to use the transcription, transliteration and calque methods. "Deadpool" – "Dedpul," "Barbecue," "Gladiator" – "Gladiator" – "Gladiator."

Using different transformations is the process of removing or adding a word or words during the translation process. "The Institute" – "Rouzvud Instituti," "The Notebook" – "Xotira Daftari."

RESULTS

The film unfolds before the translator's eyes at a speed beyond his control. Therefore, the translator has to rewind the film constantly, listen to each line again, look for the most accurate equivalents, and eliminate. It is important that in any case the translator is obliged to think first of all about the equivalence of

meaning, that very invariant, to ensure which he must necessarily sacrifice synchronicity, taking into account the genre of the film and the nature of the audience.

An attempt to conditionally divide theatre, literature and cinema leads to the following: “theatre is action, literature is a description of action, cinema is an imagination of action.” If theatre is an image of action, then the image in the cinema takes on fundamental significance: what is played out in front of the camera is subject to further transformation, being divided into local images with subsequent unification into a new structure – a film.

DISCUSSION

The main reason for this is that when translating from one language to another, the meaning becomes unclear. When translating from English into Uzbek, it should be done based on the literary norms of our native language. Basically, movie titles are translated using the literal translation type. As a result, the semantic and syntactic aspects of the movie titles are preserved in the target language. The goal of any translation is to make the meaning of a message conveyed in a language unknown to the recipient understandable. Translation with subtitles fully meets this goal. While emphasizing the need to ensure semantic and formal equivalence between the source and target texts

CONCLUSION

It is important to translate movie titles correctly, but this process is not always successful. The translator has to overcome many difficulties during the translation process. Therefore, the translator must be both attentive and meticulous. Among the difficulties, we can cite the ability to choose the right translation method, as well as the fact that the official translation does not always correspond. Thus, in order to remain faithful to the original, the translator has to make a considerable effort: use wordplay, synonymy, and change the word order.

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