

**THE IMPORTANCE OF TRANSLATION IN THE MODERN WORLD**

<sup>1</sup>Babaeva Gulzira, <sup>2</sup>Jaksulikova Dilnoza, <sup>3</sup>Bakbergenov Aybek  
Karakalpak State University, Uzbekistan

**ABSTRACT**

The article examines the importance of translation in the modern world, where translation is of particular importance, since it is impossible to imagine the political, scientific, cultural life of society without translation and the profession of a translator. Today we are witnessing an increase in the "translation factor", which creates substantially new conditions for art, including fiction.

**Key Words:** *interpretations, mass media, journalists, correspondents, commentators, economic, legal, technical, international communication.*

**INTRODUCTION**

Translation is a complex multifaceted phenomenon, some aspects of which can be the subject of research in various sciences. Within the framework of translation studies, psychological, literary, ethnographic and other aspects of translation activities are studied, as well as the history of translation activities in a particular country or countries. Depending on the subject of the research, "we can distinguish psychological translation studies (psychology of translation), literary translation studies (the theory of literary or literary translation), ethnographic translation studies, historical translation studies", etc. The leading place in modern translation studies belongs to linguistic translation studies (translation linguistics), which studies translation as a linguistic phenomenon. Certain types of translation studies complement each other, striving for a comprehensive description of translation activities.

Currently, the main function of translation is informative or communicative, therefore translation is a means of providing the possibility of communication (communication) between people speaking different languages. Therefore, for the theory of translation, at present, the data of communicative linguistics about the features of the process of speech communication, the specifics of direct and indirect speech acts, about the relationship between the expressed and communicative human behavior.

**MATERIALS AND METHODS**

The XXI century poses more and more new tasks in the information space of mankind. Thanks to the mass media, the role of translation in the life of mankind is steadily increasing. Today, translation relations cover almost all spheres of human activity. The movement of information flows knows no boundaries, no time, no space. The endless variety of the modern world is conveyed through the media in the sensations and interpretations of numerous participants in the international information process - journalists, correspondents, commentators, cameramen. Therefore, the importance of translation activities is constantly growing, and translation problems arise along with them. The aggravation of language problems dictates the search for new solutions. If earlier translation activity was considered only in connection with the translation of fiction, today an increasingly important place - both in terms of volume and social significance - began to be occupied by translations of special texts - informational, economic, legal, technical and advertising.

Translation practice knows many cases when, when comparing the translation with the original, something was "added" and something "decreased" or changed. Today's realities force us to pay more attention to the translation of advertising texts, also from the point of view of their psychological impact on the mass audience. Advertising texts must contain clear factual data; they must be exhaustively stated and therefore accurately understood. When translating advertising texts, the translator must take into account: the purpose of

the text, the character of the consumer, the linguistic qualities of the original text, the cultural and individual possibilities of the language in the cultural aspect of the consumer, and much more. Translation of advertising texts can be defined as close to "adequate". This type of translation is due to its practical necessity. This approach requires a good knowledge of the translator of the subject in question in the original, what the author of the advertising text wanted to say, i.e. the communicative intent of the ad copy. Translation of the advertising text when changing the verbal form must, at the same time, be accurately conveyed in meaning.

Continuing to talk about the role of translation in the modern world, one cannot remain silent about global advertising, since along with text ads, there are also types of advertising that, being standard for the whole world, use generally recognized phrases or stereotypes to support the feeling associated with the peculiarity of the advertised product. In addition, to facilitate the perception of a foreign language, there are pictorial pictograms, which can also be classified as advertising texts, since they carry certain information with them. Pictograms can also be the subject of special research, as they often visually complement the advertising text and often help the translator find the necessary language tools. And in this environment, the translator has a difficult task, because he must not only understand what such a banner carries, but also how to present it to the translating language with the same effect on the population.

## MAIN PART

The global trend at the end of the past and the beginning of the current millennium is the globalization of the economy and integration processes in culture, scientific and technical fields, which have led to an increase in the number of multilingual contacts. The modern world no longer has a strict differentiation into nationalities and countries, world cooperation in the field of business easily overcame these boundaries. Therefore, a situation has developed when it is difficult to work fruitfully in business, to engage in scientific activities without a universal English language, and even simple interpersonal communication is difficult. Literature works, contracts, legal acts, scientific articles, technical documentation require careful and literal translation. Translation from English is becoming a kind of intermediary helping to adapt in a rapidly changing world.

Despite the fact that there are still debates about the validity of the leading position of the English language as a global means of communication, it has today the status of an international language. Undoubtedly, the origins of this leadership lie in the political and economic fields, reflected in the peculiarities of economic translation from English. However, the linguistic features of the English language allow it to perform a number of communication tasks. One third of all correspondence in the world is conducted in English, besides it is the main language of information technology, aviation and navigation. Most of the scientific and scientific and technical publications in the world are published in English. Television and radio broadcasting by the world's five largest companies is also carried out in this language. Eighty percent of the world's information is stored in English.

The increasing need for translations from English and into English in the modern world is not only the result of general integration processes, but also a prerequisite for them and one of the main factors of globalization. After all, globalization is characterized not only by the depth of integration processes and their scale, but also by the priority of language integration. In economies under the influence of global leaders, translators and English translation and translation into English act as intermediaries, who adapt the basic knowledge and put it into practice.

That is why recently the profession of a translator has come to the fore as never before - acting as an integral link in the world system of intercultural globalization. There are many countries in the world, and the

languages spoken by their inhabitants are even more numerous. And in this case, we are not talking about a hundred or two, but about several thousand. How can the population of the Earth understand each other? But this goal is served by international languages, which allow all of us to communicate with each other, regardless of nationality and place of residence. One of them is English. Moreover, English is the language of international communication for all mankind.

The importance of the English language in the modern world can hardly be overestimated. After all, one cannot but reckon with the choice of more than 1 billion people who use it. And if for half of them he is native, then about 600 million chose him as a foreign one. Of course, the range of spread of the English language in the modern world is so great that this language cannot be identical in different areas. Despite its varied variants and the presence of specific features for each nationality, English remains the most popular language in our globe.

In general, the political, economic, scientific, sports life of the whole world "proceeds" in English. English is defined as the official and working language of the United Nations. All kinds of summits and meetings of heads of state, the signing of laws and decrees, negotiations and debates - all this is conducted in English. International trade, the work of the banking system, the activities of the transport system on land, at sea and in the air are carried out in English. This language is a living instrument of communication for academicians, doctors of sciences, scientists from all over the world. After all, international conferences, the study of world experience and the exchange of information of scientific minds occurs only with the use of English. But what can I say - the Olympic Games and all kinds of competitions between countries chose English as the official language.

## CONCLUSION

The importance of the English language in the modern world is so great that its knowledge is not a privilege or luxury. Once upon a time, computers, as well as mobile phones, could only be afforded by people of a certain social stratum. Now such things are essential items. The same can be said for English. It is taught by everyone everywhere: in schools, universities, in courses. And in this digital age, anyone can learn English via Skype without leaving home. It is understood that any educated person is simply obliged to speak English, since it is he who is his key to further self-education and self-improvement. That is why there are so many organizations now offering to teach you English. However, do not think that this is so easy to do.

Learning any language is a long process that requires certain costs, both mental and financial. Knowledge of the English language in the modern world is a kind of window to the world. Knowing this language of international communication, you will be able to achieve your goals with the help of new opportunities. And you will surely understand that the importance of the English language is not exaggerated.

## REFERENCES

1. Vinay J. P. and Darbelnet J. *Stylistique comparee du frantpais et de l'anglais. Methode de traduction.* - Paris: Marcel Didier; First Edition, 1958. - P.332.
2. Wandruszka, Mario. *Das Leben der Sprachen: vom menschlichen Sprechen und Gespra'ch* / Published 1984 by Deutsche Verlags-Anstalt in Stuttgart. -P. 289.
3. Jacobson P. O. *On the linguistic aspects of translation // Questions of the theory of translation in foreign linguistics.*-M., 1964, -S. 243.
4. Toper P. M. *Translation in the system of comparative literary studies* / RAS; IMLI. -M. : Heritage, 2000. -S.253.