

RESEARCH ARTICLE OPEN ACCESS

The Functions Of English Movie Titles While Translating Them Into Uzbek

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ABSTRACT

This article discusses the functions of translating the titles of English films into Uzbek. The article considers the principles of creating titles of work of art, identifying the principles of creating, which is known as the first stage analyzing strategies for translating films and determining the connection of the commercial effectiveness of the work.

Keywords: Translation, strategies of translation, functions, effects of advertising to titles, theoretical aspects.

Introduction

Cinema is a developed sector of the entertainment industry, generating enormous profits. This is considered as the main reason why the amount of translating foreign films has increased exponentially, making foreign worldviews and unfamiliar cultures more accessible, understandable, and visual.

Titles of movies play an important role. Many people increase their experience while translating titles. They are featured on posters, mentioned in TV shows and books, and serves as the film's calling card. The aim of the scientific article was to identify certain functions of translating the titles of English films and to define the problems that determine the role of translation. The following objectives were set during the analysis:

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

Modern researchers distinguish the following functions of the title:

- signaling;
- informative;
- communicative;
- pragmatic.

Adaptation as a translation technique is the adaptation of certain elements of the translated material to make them accessible and understandable. Traditionally, three types of adaptation are used:

1. Direct (or literal) translation: “ Land of bad-Yovuzlik maskani, “Address unknown” – Адрес неизвестен (2001), “Coast Guard” – Береговая охрана (2002);
2. the transformations: using the expansion:
- 2.“ Robot Chappi-Chappi laqabli robot” – and omission: “Rules don’t apply-Qoidalardan tashqarida ” .

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 years, the amount of using the direct translation has

significantly decreased; while the figures for strategies of transformation, replacement, and addition have become more frequently used, which allow for the fullest possible realization of translation functions.

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