THE CLARIFICATION OF LINGUISTIC AND CULTURAL PECULIARITIES OF FAIRYTALE TRANSLATION

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Abstract: This article is devoted to the consideration of linguistic and cultural study of translation techniques in the process of localization of an English fairy tale for a Uzbek speaking readership. The relevance of the research is determined by the need for a comprehensive study of the localization process of various ethno-cultural phenomena displayed during translation, as well as the stylistic transformations used in this process for the purpose of adapting the original text to the linguistics and culture of the target language.

Keywords: *fairy tale, fairy-tale text, linguistic and cultural adaptation, localization, stylistic transformations, translation*

The most fascinating and wonderful folks memories are passed down from generation to generation. Such testimonies have end up section of the culture, customs, and records of nations. The common similarities and variations of fairy tales are mirrored in many Uzbek and English fairy tales. Fairy tales often include common emotions such as love, hate, courage, compassion, and cruelty. Children want to apprehend and learn fairy stories so that they can better understand the national literature as well as the way of life of the complete country.

A fairytale is a short story that features fantasy characters such as fairies, elves, giants and mermaids. Fairytales are important because they usually teach us a lesson. Some famous fairytales you may know include: Cinderella, Beauty and The Beast, Little Mermaid and Aladdin. Or Uzbek fairytales like "Yoriltosh", "Zumrad and Kimmat", "Three brothers" "Magic table-cloth" "Beat the stick". There are things in the story called elements that will help us to decide a look at some of the elements of fairy tales. Fairy tales show us the national wisdom and beauty of our mother tongue. While reading a lot of Uzbek and English fairy tales, it is noticeable that they have some similarities. We wonder what they have in common and how they differ. If we make a comparative study of Uzbek and English fairy tales, we can prove that fairy tales have similarities, while at the same time they have

certain differences due to cultural and historical features of the people's development. Fairy tales are stories created by oral traditions. Their

plots demonstrate strong conflicts between good and evil, with magic and luck and usually have happy endings. One can find universal human feelings such as love, hate, courage, kindness, and cruelty in typical fairy tales. Children should read and learn to understand fairy tales so that they can better realize the national literature as well as the culture of the country in whole. Folk tales reflect people's life, their history, beliefs, mentality. Different stages of nation's development are presented in them in a certain way.

Translating fairytales across different languages and cultures involves navigating linguistic and cultural intricacies to ensure that the essence and magic of the original stories are preserved. Here are some important considerations and challenges in the translation of fairytales:

1. Linguistic Nuances: One of the fundamental challenges in translating fairytales lies in the nuances of the language. The idiomatic expressions, wordplay, and culturally-specific terms used in the original text may not have direct equivalents in the target language. Translators need to be sensitive to these nuances and find creative ways to convey the same meaning and tone in the translated text.

2. Cultural Context: Fairytales are deeply rooted in the cultural contexts from which they originate. These cultural elements, such as customs, folklore, and traditions, play a vital role in shaping the narratives. When translating fairytales, it is crucial to consider how cultural references and symbols can be effectively communicated to the audience of the target language without losing their significance. 3. Adaptation vs. Literal Translation: Translating fairytales often requires striking a balance between literal translation and adaptation. While some translators aim to stay true to the original text as much as possible, others may choose to adapt the story to make it more relatable and understandable to the target audience. This decision depends on the translator's interpretation of the fairy tale and their understanding of the cultural nuances of both the source and target languages.

4. Retaining the Magical Element: Fairytales are known for their enchanting and magical elements, which contribute to their timeless appeal. Translators must work diligently to ensure that these magical elements are not lost in translation. This involves capturing the poetic language, whimsical imagery, and mystical atmosphere of the original text, and finding equivalent expressions or creating new ones in the target language to evoke the same sense of wonder.

5. Audience Expectations: Translators must consider the expectations and preferences of the target audience. What may be perceived as charming and captivating in one culture might not have the same effect in another. Understanding the cultural sensibilities and literary traditions of the target audience is crucial for a successful translation of fairytales.

6. Different Interpretations: Fairytales often carry universal themes and motifs, but their interpretation can vary across different cultures. Translators need to be mindful of these variations and be open to different interpretations of the same story. This requires a deep understanding of the cultural and historical underpinnings that shape each version of the fairytale.

To address these challenges and considerations, translators employ various strategies to ensure the successful translation of fairytales:

➢ Transcreation: Transcreators go beyond literal translation and creatively re-imagine the fairy tale to capture its essence in the target language. This involves recreating the story's atmosphere, characters, and dialogue while staying true to its original meaning.

➢ Cultural Notes and Glossaries: Translators may include cultural notes or glossaries in the translated text to provide explanations for specific cultural references or terms that may be unfamiliar to the target audience.

➢ Collaborative Approach: Collaborating with experts, such as linguists, folklorists, and cultural consultants, can enrich the translation process by providing valuable insights into the cultural and linguistic nuances of the fairytales.

➢ Sensitivity to Language Register: Fairytales often utilize different language registers, from formal to colloquial, to convey the demeanor of characters or the tone of the narrative.

In other words, the translation of fairytales requires a deep understanding of linguistic nuances and cultural contexts, as well as a creative and sensitive approach to capturing the magic and essence of the original stories. By navigating these complexities with care and skill, translators can ensure that the timeless enchantment of fairytales transcends linguistic and cultural boundaries. Due to the distance between cultures, they may be unknown to the recipient of the translation. A fairy tale preserves the wisdom, traditions and morals of a particular society, and therefore is a way of reflecting national identity.

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