

MEANING ANALYSIS AND DYNAMIC EQUIVALENCE

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Annotation. The study aimed to test the effectiveness of “dynamic equivalence” and “contextual correspondence” theories in two translation contexts. The study found that applying the theories of “dynamic equivalence” and “contextual correspondence” in translating scientific articles and technical terms proved effective in achieving meaning-based translations. Furthermore, it affirmed that cultural translation contributes to a higher level of comprehension among target readers/listeners.

Keywords: Translation, Dynamic Equivalence, Contextual Correspondence.

Аннотация. Целью исследования было проверить эффективность теорий “динамической эквивалентности” и “контекстного соответствия” в двух контекстах перевода. Исследование показало, что применение теорий “динамической эквивалентности” и “контекстного соответствия” при переводе научных статей и технических терминов оказалось эффективным для достижения смыслового перевода. Кроме того, было подтверждено, что культурный перевод способствует более высокому уровню понимания среди целевых читателей/слушателей.

Ключевые слова: перевод, динамическая эквивалентность, контекстное соответствие.

Annotatsiya. Tadqiqot ikki tarjima kontekstida “dinamik ekvivalentlik” va “kontekstli yozishmalar” nazariyalarining samaradorligini tekshirishga qaratilgan. Tadqiqot ilmiy maqolalar va texnik atamalarni tarjima qilishda “dinamik ekvivalentlik” va “kontekstual muvofiqlik” nazariyalarini qo'llash ma'noga asoslangan tarjimalarga erishishda samarali ekanligini ko'rsatdi. Bundan tashqari, madaniy tarjima maqsadli o'quvchilar/tinglovchilar o'rtasida tushunish darajasini oshirishga hissa qo'shishini tasdiqladi.

Kalit so'zlar: Tarjima, Dinamik ekvivalentlik, Kontekstual yozishmalar.

Paul Engle's assertion, “Translate or die!” as cited by Edwin Gentzler (1993), encapsulates the urgent significance of translation in today's socially and politically active world. This sentiment took on tangible meaning during the catastrophic impact of Typhoon Haiyan, locally known as Yolanda, which struck Leyte province,

Philippines, on November 8, 2013. Reports indicate that the term “storm surge” commonly used by the media to describe the typhoon's effects, was not fully understood by local residents, leading to tragic consequences due to a lack of clear translation into their language or dialect.

This scenario underscores the crucial role of translation in accurately conveying information across cultural and linguistic boundaries. In this study, the effectiveness of “dynamic equivalence” and “contextual correspondence” theories in language translation was examined in two contexts: food biotechnology and Typhoon Haiyan (Yolanda).

In the realm of food biotechnology, three scientific articles originally written in English were translated into Filipino. This area holds particular significance in the Philippines due to the introduction of genetically modified organisms (GMOs) in agriculture. While new technologies offer potential benefits, the readiness of target recipients to understand and utilize these innovations remains a pertinent question.

Regarding Typhoon Haiyan, the technical descriptions of the storm, such as wind speed and surge level, did not fully convey its magnitude to local residents. Terms like “storm surge,” “tsunami,” or “tropical cyclone” lacked dynamic equivalence in their personal experiences, highlighting the importance of culturally relevant translation.

Language translation plays a vital role in facilitating the exchange of information and knowledge among diverse cultures. In today's globalized society, effective translation allows communities to converge on common meanings, bridging communication gaps across linguistic barriers. Ultimately, the goal of translation is to facilitate communication by transferring meaning from one language to another.

Dynamic Equivalence, pioneered by Eugene Nida in 1964, emphasizes the importance of eliciting a response or reaction from both the sender and receiver of a message in both the source language (SL) and the target language (TL). Nida stresses that the impact of the message in both languages must be equivalent, prioritizing meaningful equivalence over formal correspondence. The key features of Dynamic Equivalence include finding the closest meaningful equivalence, prioritizing the message's meaning over language structure, emphasizing “concept-for-concept” rather than “word-for-word” translation, and considering the audience/reader's reaction or response as crucial.

Peter Newmark, in 1988, sees Dynamic Equivalence as a valuable principle in translation, referring to it as the “equivalent effect.” However, he considers achieving this effect as a good result rather than a primary goal, particularly challenging when dealing with significant cultural differences in translation. Newmark views the “equivalent effect” as an essential intuitive principle that should be tested in translation.

Contextual Correspondence, closely related to Dynamic Equivalence, focuses on finding the nearest contextual equivalence in the TL, particularly in terms of cultural and situational contexts. This approach involves matching the meaning of the SL within the context of the TL, considering cultural and situational aspects. Key features of Contextual Correspondence include finding the best contextual equivalence in the TL and incorporating cultural and situational factors into the translation process.

In the translation process, thorough preparation is essential, involving multiple readings of the SL text to understand its content and cultural context. Analysis of the text helps identify its purpose and audience, whether informative, vocative, or expressive. Understanding the target audience's demographic profiles further guides the translation process.

Actual translation involves various techniques to find contextual and cultural equivalences between the SL and TL texts. These may include finding equivalent words or concepts, borrowing from other languages, creating new terms, or employing other translation techniques like transposition, modulation, adaptation, and description. The translator's style and approach may vary, with multiple drafts and revisions often required to capture the essence of the message in the TL.

Applying the theories of Dynamic Equivalence and Contextual Correspondence in translating articles on Food Biotechnology proved effective in capturing the meaning of the concepts based on cultural and contextual equivalence. Testing the translation through comprehension, readability, and naturalness assessments helps determine its effectiveness.

In summary, Dynamic Equivalence and Contextual Correspondence offer valuable frameworks for achieving effective translation by prioritizing meaningful equivalence and considering cultural and situational contexts in the TL. Testing the translation ensures its accuracy and effectiveness in conveying the intended message to the target audience.

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