General Theory and Importance of the Translation Norms

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Abstract: In this article, the general theory of translation reveals the concept of the translation norm, on the basis of which the quality of translation is assessed, in order to ensure the high quality of translation, the translator must be able to compare the text of the translation with the original, evaluate and classify possible errors, make the necessary corrections. If the translator needs to fulfill some requirements, then the assessment of the results of his work will be determined by how fully and successfully he completed these requirements.

Keywords: equivalence of translation, pragmatic norm, translation technique, neutrality, written and oral translation, translation norm.

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The set of requirements for the quality of translation is called the translation norm. The quality of the translation is determined by the degree of its compliance with the norm of translation and the nature of involuntary or conscious deviation from this norm. Regulatory requirements are formulated in the form of principles or rules of translation. Normative rules may be general or special, cover individual cases, or may apply to a specific type of translation, or to a translation as a whole. They can be formulated as a single rule, or accompanied by more or less cases (exceptions to the rules) of conditions under which this rule may apply, or circumstances under which it cannot be applied.

The results of the translation process (translation quality) are determined by the degree of semantic proximity of the translation to the original, the genre and methodological affiliation of the original and translation texts, pragmatic factors affecting the choice of translation option. All these aspects of translation are of a direct normative nature, which determine the strategy of the translator and the criteria for assessing his work. The concept of translation norm includes the requirement of the translator to use the target language in moderation, as well as the need for the results of the translation process to correspond to generally accepted views on the goals and objectives of the translation activity. a certain historical period. Thus, the norm of translation is formed as a result of the interaction of five different types of regulatory requirements.

The norm of translation equivalence or the maximum identification of all levels of content of source text (ST) and translation text (TT). The equivalence of the content of ST and TT serves as the basis of their communicative equivalence, the approximate existence of which translates this text. The norm
of translation equivalence is not a strict parameter. This means that it is necessary to achieve the greatest possible commonality between the content of the original and the translation, but only to the extent that it meets other regulatory requirements that ensure the adequacy of the translation. Violations of the standard of equivalence are often allowed by New translators, students: mainly lexical content and the desire to ensure equivalence at the level of syntactic structure lead to literalism, ambiguity of understanding. At the same time, equivalence may not be achieved at the levels of the purpose of communication and the method of describing the situation.

Genre-stylistic norm of translation V.N.Komissarov defines the methods norm of translation as the requirement that the translation corresponds to the dominant function and methodological characteristics, the type of text in which the translation belongs. The choice of this type is determined by the nature of the original, and the stylistic requirements that need to be translated are the normative rules that characterize texts of a similar type in the language of the text. The genre and stylistic norm largely determine both the necessary level of equivalence and the dominant function, the provision of which is the main task of the translator and the main criterion for assessing the quality of his work.

The norm of translation speech. The text of the translation is a colloquial work in the language of translation, and the norm and rules of application of this language are mandatory for it. However, these rules are not the same for all cases of language activity. They differ both in different functional styles and in the variety of the general literary language. Among the latter, colloquial speech (informal communication) and the language of fiction are usually distinguished. It has been suggested in the linguistic literature that the language of Science also constitutes a distinct type of language. The pragmatic norm of translation the pragmatic norm of translation can be defined as the requirement to provide the pragmatic value of translation.

It is not a "norm" in the full sense of the word, since the pragmatic super task of the act of translation can be individual and is not at all inherent in translation. However, changing the results of the translation process for pragmatic purposes is a fairly common phenomenon, without which it is impossible to assess translations in moderation.

**In conclusion**, the traditional norm of translation is currently the traditional norm of translation—the maximum proximity of the translation to the original can be defined as the requirement for the ability to completely change the position of the original, both in general and in detail, while fulfilling the tasks for which its translation was carried out. In a practical sense, there is a certain hierarchy between different aspects of the translation norm: translator and translation users, first of all, pay attention to the pragmatic value of the translation, the success in solving the pragmatic "super" problem. task", if such a task is set.

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