

**TRANSLATION ISSUES IN SOCIAL MEDIA****Guliza Sultonova**

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**Abstract.** This article analyzes the main problems encountered in translating media texts. In particular, it highlights linguistic, cultural, and stylistic differences between Uzbek and English mass media materials. During the study, the method of text analysis was used, and real examples were examined to identify translation errors and their causes. The article also provides practical recommendations for translators working in the field of media translation.

**Keywords:** media translation, translation issues, intercultural communication, Uzbek language, English language, equivalence.

**Introduction**

It is not accidental that the 21st century is called the age of information. The media sphere — including television, radio, internet portals, and social networks — has become an integral part of human life. Along with the rapid dissemination of information, connections between different languages and cultures have strengthened. However, this process has also brought numerous linguistic, stylistic, and cultural challenges in media translation.

The main features of media discourse are as follows:

- **Promptness and conciseness** – information must be delivered quickly and accurately;
- **Emotionality and expressiveness** – designed to evoke emotional response in the audience;
- **Goal orientation** – aims to express a particular idea, opinion, or position;
- **Cultural connotations** – reflects national, cultural, and social realities.

These characteristics distinguish media translation from traditional literary or scientific translation.

The main goal in translating media texts is to preserve the clarity and emotional impact of the information. Therefore, a media translator should not only have strong linguistic competence but also understand journalism, style, and the psychology of mass influence.

In media translation, common challenges include:

- crafting attractive and attention-grabbing headlines;
- using expressive words and idiomatic expressions appropriately;
- understanding and accurately conveying real-world events.

## **Main Translation Problems in Media Discourse**

### **1. Cultural realities.**

Journalistic materials often contain references to national culture. For example, phrases such as “Qovun sayli” or “Mustaqillik bayrami” cannot be translated literally into English without losing meaning. In such cases, **adaptation** and **explanatory translation** are necessary to help foreign readers grasp the concept correctly.

### **2. Idioms and figurative language.**

Media language abounds in idiomatic expressions such as “breaking news,” “under fire,” or “political storm.” Literal translation often distorts meaning. The translator must therefore find contextually equivalent expressions that convey the same pragmatic effect.

**3. Political and ideological components.** Media translation frequently involves political or ideological implications. Hence, the translator must maintain **neutrality**, **ethical responsibility**, and **objectivity**, since even one incorrectly translated word can change the entire meaning of the article.

### **4. Terminological challenges.**

New terms in technology, politics, and economics also pose translation difficulties. For instance, “fake news” can be translated as “false news” or “feyk xabar” depending on the context. The translator must choose the variant that best fits the communicative situation.

### **5. Balance between speed and quality.**

Because media work requires urgent publication, translators sometimes sacrifice linguistic precision for speed. Therefore, **editorial revision** and **lexical proofreading** play a crucial role in ensuring translation quality.

## **Effective Strategies in Media Translation**

The following techniques are considered the most effective in media translation practice:

1. **Adaptation** – adjusting the text to cultural differences while maintaining meaning;
2. **Equivalence** – preserving semantic similarity between source and target texts;
3. **Editorial revision** – adapting the translation to journalistic style and genre;
4. **Explanatory translation** – adding brief explanations for culturally specific terms or events.

### **Example:**

Original: “Facebook faces backlash over privacy breach.”

Literal translation: “Facebook was hit by a back blow for violating privacy.”

Media translation: “Facebook faced criticism for disclosing user data.”

This example clearly demonstrates the difference between literal and contextually adapted media translation.

### **Conclusion**

Media translation is a complex and responsible process. It requires not only linguistic proficiency but also cultural awareness, contextual understanding, and sensitivity to audience expectations. The analysis of Uzbek and English media materials provides practical recommendations for translators, emphasizing the importance of preserving both accuracy and impact.

In the future, it is advisable to create specialized training manuals and courses to improve translation quality and prepare translators specifically for the stylistic and cultural features of media language.

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