

TRANSLATION OF SLANG WORDS IS A PART OF ART

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Abstract. Translating slang words presents a unique challenge for translators due to their informal nature, cultural specificity, and rapid evolution. Unlike standard language, slang often conveys nuanced meanings, social identities, and cultural references, making direct translation difficult. However, effective translation of slang is crucial for accurately conveying tone, context, and meaning in cross-cultural communication. Translators must navigate the complexities of slang by understanding its cultural origins, social connotations, and usage within specific communities.

Key words: cultural adaptation, linguistic expertise, linguistic skill, cultural awareness, social identities.

Introduction. Slang words are informal words or phrases that are commonly used in casual conversation, often among specific social groups or subcultures. They can be region-specific, time-specific, or related to certain interests or activities. Slang evolves quickly and can sometimes be difficult for outsiders to understand. It often adds colour and personality to language and can help people express themselves in unique ways. Translating slang words into other languages can be tricky because slang is often culturally and contextually specific. Some slang words may not have direct equivalents in other languages, so translators may need to find equivalent expressions or convey the meaning in a more formal or standard way. It requires a good understanding of both the source and target languages, as well as familiarity with the cultural nuances of both. In some cases, slang may be completely untranslatable, and translators may need to provide explanations or paraphrases instead. Translators, linguists, and language experts often work on translating slang words. They may be professional translators, researchers, or individuals who are deeply familiar with both the source and target languages and cultures. They may employ various strategies such as paraphrasing, cultural adaptation, or providing explanations to ensure that the translated text resonates with the target audience while preserving the intended meaning of the original slang expression. Additionally, translators may draw on their linguistic expertise, cultural knowledge, and familiarity with both the source and target languages to capture the essence of slang in translation.

Materials and methods

Translating slang requires a balance of linguistic accuracy, cultural sensitivity, and creative interpretation to effectively bridge the gap between languages and cultures.

There are some ways of how slang words might be translated:

1. *Localization Teams:* Companies that localize content for different regions often employ translators who are fluent in both the source and target languages. These translators adapt slang to make it culturally relevant and understandable to the target audience. For example, translating “cool” into Spanish might become “chido” in Mexico or “guay” in Spain.

2. *Bilingual Writers:* Writers who are fluent in multiple languages and familiar with slang in both may translate slang in creative ways. For instance, translating “awesome” into French might become “génial” or “super” depending on the context.

3. *Online Communities:* Online forums and communities where language enthusiasts gather often discuss and debate the best translations for slang words. For example, slang words

from English to Japanese might be discussed and debated on platforms like Reddit or language learning forums.

4. *Language Apps and Tools*: Translation apps and tools may provide translations for common slang words, although the accuracy can vary. These tools rely on algorithms and databases of translations, which may not always capture the nuance of slang.

These are just a few examples, but the process of translating slang often involves a combination of linguistic knowledge, cultural understanding, and creativity.

Results and discussion. Research on slang and its translation is often interdisciplinary, involving linguists, sociologists, anthropologists, and communication scholars. Here are a few notable researchers who have contributed to the understanding of slang and its translation. Tony Thorne is one of British linguists known for his research on slang and its role in language. He has written extensively on the subject, including books like “Dictionary of Contemporary Slang” and “Slang: The People’s Poetry.” Connie Eble is a American sociolinguist who has studied slang, particularly in youth culture and college environments. Her work includes the book “Slang and Sociability: In-Group Language among College Students.” Jonathan Green is a lexicographer and slang expert who has authored numerous books on the subject, including “Green’s Dictionary of Slang” and “The Slang Thesaurus.” Sali A. Tagliamonte is a Canadian sociolinguist whose research covers various aspects of language variation and change, including the use of slang. Her work often examines how slang reflects social identities and group dynamics. Julie Coleman is a British linguist who has studied the history and social significance of slang. Her book “The Life of Slang” explores the origins and evolution of slang words and expressions.

These researchers have made significant contributions to our understanding of slang, its use in different social contexts, and its translation across languages.

Conclusion. Translating slang is tricky because it’s informal, culturally specific, and changes quickly. Unlike formal language, slang often carries hidden meanings and reflects social groups. To translate slang well, you need to understand its culture and social context. Translators may rephrase, adapt culturally, or explain slang to ensure the translation captures the original meaning and connects with the audience. It requires linguistic skill, cultural awareness, and creativity to translate slang effectively and preserve its essence across languages.

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