DIFFICULTIES IN TRANSLATING PROPER NAMES BETWEEN ENGLISH AND UZBEK

Toyirxonova Maftuna
Master's student of Samarkand State
Institute of Foreign Language
farizsamsungs10@gmail.com
+998 94 450 51 00

Abstract. This article examines the difficulties of translating proper names between English and Uzbek from a linguo-pragmatic perspective. Proper names are important linguistic units that perform not only identifying functions but also cultural, semantic, and pragmatic roles in communication. The study analyzes the major challenges encountered in the translation process, including phonetic and orthographic differences, cultural specificity, semantic loss, and pragmatic misunderstandings. Special attention is given to translation strategies such as transliteration, transcription, adaptation, and domestication. The article also discusses the role of proper names in literary texts, media discourse, and intercultural communication.

Keywords proper names, translation, linguo-pragmatics, English language, Uzbek language, transliteration, cultural specificity, pragmatic meaning, intercultural communication, translation strategies.

Annotatsiya. Ushbu maqolada ingliz va o'zbek tillari o'rtasida atoqli otlarni tarjima qilishdagi qiyinchiliklar lingvopragmatik nuqtai nazardan tahlil qilinadi. Atoqli otlar nafaqat identifikatsiya vazifasini bajaradi, balki kommunikatsiyada madaniy, semantik va pragmatik ahamiyatga ham ega bo'ladi. Tadqiqotda tarjima jarayonida uchraydigan asosiy muammolar, jumladan fonetik va orfografik farqlar, madaniy xoslik, ma'no yo'qolishi hamda pragmatik tushunmovchiliklar ko'rib chiqiladi. Shuningdek, transliteratsiya, transkripsiya, adaptatsiya va domestikatsiya kabi tarjima strategiyalariga alohida e'tibor qaratiladi. Maqolada atoqli otlarning badiiy matnlar, ommaviy axborot vositalari va madaniyatlararo kommunikatsiyadagi o'rni ham yoritiladi.

Kalit so'zlar atoqli otlar, tarjima, lingvopragmatika, ingliz tili, o'zbek tili, transliteratsiya, madaniy xoslik, pragmatik ma'no, madaniyatlararo kommunikatsiya, tarjima strategiyalari.

Аннотация. В данной статье рассматриваются трудности перевода имён собственных между английским и узбекским языками с лингвопрагматической точки зрения. Имена собственные являются важными языковыми единицами, выполняющими не только идентификационную функцию, но и культурную, семантическую и прагматическую роль в коммуникации. В исследовании анализируются основные проблемы, возникающие в процессе перевода, включая фонетические и орфографические различия, культурную специфику, потерю значения и прагматические недоразумения. Особое внимание уделяется таким переводческим стратегиям, как транслитерация, транскрипция, адаптация и доместикация. В статье также рассматривается роль имён собственных в художественных текстах, средствах массовой информации и межкультурной коммуникации.

Ключевые слова имена собственные, перевод, лингвопрагматика, английский язык, узбекский язык, транслитерация, культурная специфика, прагматическое значение, межкультурная коммуникация, стратегии перевода.

Introduction

Translation is not only the process of transferring words from one language into another, but also the transmission of culture, meaning, and pragmatic effect.

Among the most challenging elements in translation are proper names. Proper names include personal names, geographical names, organization names, brand names, and titles. Some proper names are not translated directly into one language to another. Although they may seem easy to translate because they mainly identify specific entities, proper names often contain cultural, historical, and linguistic meanings that make translation difficult.

Materials and methods

The translation of proper names between English and Uzbek presents various phonetic, semantic, cultural, and pragmatic challenges. Proper names in media, advertising, and branding present additional challenges. International companies often adapt their brand names for different linguistic environments to ensure easy pronunciation and positive associations. However, direct transliteration may produce awkward or negative meanings in another language. Translators and marketers must therefore consider both linguistic accuracy and cultural acceptability when transferring brand names between English and Uzbek.

Results

The findings show that effective translation of proper names requires not only linguistic competence but also deep cultural and pragmatic awareness. The study highlights the importance of preserving both meaning and communicative effect while translating proper names between English and Uzbek.

Discussion

One of the main challenges is phonetic and orthographic differences between the two languages. English and Uzbek belong to different language systems and have another pronunciation rules and writing conventions. As a result, many English names cannot be represented accurately in Uzbek pronunciation or spelling. For example, the English name George may be transliterated differently depending on pronunciation, while Uzbek names such as Xurshid or G‘ayrat may be difficult for English speakers to pronounce or write correctly. Transliteration sometimes preserves the form of a name but fails to preserve its original sound.

Another important difficulty is cultural specificity. Proper names often carry cultural associations that may not exist in the target language. For instance, English place names, historical figures, or literary characters may evoke certain images and emotions for native English speakers, but Uzbek readers may not recognize these associations. Similarly, Uzbek names often contain cultural or religious meanings that are unfamiliar to English-speaking audiences. Names such as Otabek or Mohinur may reflect traditional Uzbek values and aesthetics, but these nuances can be lost in translation. The issue of semantic meaning also creates difficulties. Some proper names have lexical meanings in their original language. In literature, authors frequently use meaningful names to describe characters’ personalities or symbolic roles. Translators must decide whether to preserve the original name or translate its meaning. For example, names in children’s literature or fantasy works often contain hidden meanings that contribute to characterization and humor. If the meaning is ignored, readers may lose part of the author’s intention.

Another major problem is maintaining the pragmatic effect of proper names. In communication, names may express politeness, intimacy, respect, or social status. Uzbek culture, for example, widely uses honorifics and respectful forms when addressing older people or

respected individuals. English communication may be more direct and less formal in some contexts. Therefore, translating names and forms of address requires understanding not only linguistic meaning but also social relationships and cultural norms.

Conclusion

In conclusion, translators also face the dilemma of choosing between foreignization and domestication. Foreignization preserves the original form of the name to maintain cultural authenticity, while domestication adapts the name to make it more familiar to target readers. Both strategies have advantages and disadvantages. Excessive adaptation may erase cultural identity, while preserving unfamiliar names may confuse readers. Translating proper names between English and Uzbek is a complex process that involves more than simple word replacement. Linguistic differences, cultural meanings, pragmatic functions, and contextual factors all influence the translation process. To achieve effective translation, translators must possess not only language competence but also cultural awareness and pragmatic sensitivity. Proper handling of proper names helps preserve meaning, cultural identity, and communicative effectiveness in cross-cultural interaction.

REFERENCES

1. Baker, Mona. In Other Words: A Coursebook on Translation. London: Routledge, 2018. P. 209
2. Crystal, David. The Cambridge Encyclopedia of Language. Cambridge: Cambridge University Press, 2010. P.172
3. Hatim, Basil and Mason, Ian. The Translator as Communicator. London: Routledge, 1997. P.256
4. Leech, Geoffrey. Principles of Pragmatics. London: Longman, 1983. P.321
5. Newmark, Peter. A Textbook of Translation. New York: Prentice Hall, 1988. P.78
6. Nord, Christiane. Translating as a Purposeful Activity. Manchester: St. Jerome Publishing, 1997. P.201
7. Venuti, Lawrence. The Translator’s Invisibility. London: Routledge, 1995. P.324
8. Обруева Г. Х. К вопросу об изучении во фразеологических единицах ономастических компонентов (на материале современного английского языка). MATN LINGVISTIKASI (ilmiy to ‘plam). 2005.
9. Обруева Г. Х. О сдвиге имени собственного в разряд нарицательных слов во фразеологии английского языка. Вестник Челябинского государственного университета, (22), 2010. 100-102.
10. Обруева Г. Х. О внутрисистемных связях фразеологических единиц с ономастическим компонентом на материале английского языка (методика анализа). www. research-journal. org, 2012.
11. Обруева Г. Об опыте интерпретации выразительных возможностей фразеологических единиц с именами собственными. Иностранная филология: язык, литература, образование, 4 (1), 2019.
12. Обруева Г. Х. Инглиз тилидаги атоқли отларнинг фразеологик бирликлар структурасида ишлатилиши. Хорижий филология, 2, 2021. –Р. 66-69.
13. Obruyeva Gulchekhra Khamrokulovna The role of proverbs and idioms in the English language learning. International journal of advanced research in education, technology and management, 4(4), 2025. -P. 152-159.

14. Obruyeva Gulchekhra Khamrokulovna "A semantic analysis proper nouns in comparison with the common noun." Shokh Articles Library 1.1 2026.
15. Obruyeva G., & Usmonova K. The usage of junction in Uzbek language as a presupposition trigger. Student science research works, 73. 2020.
16. Obruyeva G. Atoqli ot komponentli frazeologik birliklarning semantik maqomi. «acta nuuz», 1(1.4), 2024. –P. 329-332.
17. Obruyeva G. The role of proper names in the formation of English phraseological units. Asian journal of scientific research and innovations, 1(1), 2026. – P.185-189.