



PSYCHOLOGICAL PHENOMENA OF INTERPRETING

Normetova Nafosat

O'zbekiston Milliy Universiteti 1- kurs magistranti

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ABSTRACT

In this article, the author describes her scientific research on the psychological characteristics of translation processes. He also summarized the results of the conducted empirical research.

Introduction Currently, the problems of discursive analysis are among the most relevant in linguistic and other humanitarian studies, since, despite the huge number of works on this topic, this issue still cannot be considered sufficiently studied, which is probably due to the constant dynamism of language. In modern linguistics, there are active studies of discourse as a text loaded into a communication situation. The modern approach is to understand discourse as a complex communicative phenomenon, including, in addition to the text itself, there are also extralinguistic factors necessary for understanding the text [1]. In addition, discourse can be considered as a unit of translation, which means that it needs particularly close attention of translators.

Method Among the considerable number of studies devoted to the description and interpretation of various discursive genres, at the moment there are practically no works on the problems of translation of mass media psychological texts, in particular, texts on the problems of food behavior, while this topic is of particular interest to psychologists and interpreters relevant for linguistic research. The linguistic task facing the researcher is to study the stylistic aspects of texts of this genre, which will allow us to offer effective models of their translation. Since translation in the field of psychology is currently in demand, the analysis of the modern language material in the translation perspective has practical significance. The English language mass media psychological discourse, as it is presented, has the features of scientific and mass media discourse, preposing as a kind of "fusion" of two given styles. The combination of typical linguistic and pragmatic features of scientific and media styles causes difficulties in translation, which require an adequate solution. The scientific style is designed to communicate accurate data, to transmit absolutely reliable information and has a number of specific features: logical and axiomatic statements, the objectivity of the statement, achieved with the help of a large number of abstract nouns and impersonal sentences or widely used passive voice, an abundance of specific terminological

units and abbreviations corresponding to the studied field of sciences, mainly direct word order, clear division into paragraphs [2].

Results The texts of the mass media style are addressed to the general public, which is why the authors have to resort to various linguistic means that allow them to maintain the interest of readers and convince them of the correctness of a particular point of view. Rhetorical questions and exclamations allow you to create an imitation of a reverse connection with the reader, various cliches are also widely used, before quotes and references to sources that allow you to create the illusion of objectivity and reasonableness of the statements made. Particular attention is paid to the use of socio-political vocabulary, there is an abundance of abbreviations, "fashionable" words, neologisms[3], catchy author definitions in the form of attribute chains. Difficulties in translating psychological texts caused by the specific characteristics of such "hybrid" texts occur at different levels of the language. So, of particular interest to translators is phonetic stylistic means are used. Thus, an analysis of more than 700 titles of articles devoted to eating disorders shows that in 15% of the titles there is one or another stylistic phonetic technique that requires a special approach when translating. The most frequent phonetic techniques are alliteration, assonance, consonance, rhythm, rhyme, rhymes, phonetic pun and onomatopoeia[4].

Discussion If it is appropriate to preserve alliteration during translation (Hormones and hunger), most often stylistic techniques of the English-language original it is impossible to reproduce. In this case, the translator has to resort to stylistic phonetic techniques that have a wide distribution in the Russian language, i.e. rhyme, rhythmicity of the text, the creation of synonymous series are used as a compensatory means. In this case, it will not be possible to save alliteration, but you can create a synonymous series that conveys the mood of the title: Bored, sad, tormented by melancholy? There are 4 ways to overcome your feelings without gluttony! Separately, it should be noted the phonetic wordplay, which is difficult to preserve when translating.

Ketoacidosis can lead to edema of the brain (formation of fluid in it), myocardial infarction, renal failure, and even death. In all the above examples, the highlighted lexemes may be potential difficulties for translators, since medical vocabulary requires reference to special reference literature and translation using equivalent terminological correspondences[5]. Among the syntactic stylistic means, the rhetorical question stands out in particular, which can be recognized as a very frequent technique in english journalism.

Conclusion The purpose of using rhetorical questions in psychological texts is to simulate the presence of feedback, a confidential dialogue between a psychologist (author) and a patient (reader), and the objectivity of the judgments expressed. Rhetorical questions are used in approximately 30% of psychological texts, 32.5% of texts do not contain rhetorical questions at all, however, they probably contain other methods of attracting attention and giving emotion to the text, in 35% of cases texts contain from one to three rhetorical 32.5% of the total number of texts contains four or more author's rhetorical questions[6]. This percentage ratio suggests that some cases of using a rhetorical question may belong to several categories at once, for example, a rhetorical question can be used both in the title and in the text[7]. This syntactic technique is a problem for the translator because traditionally, in the context of mass media texts, it is customary to resort to antonymic translation and get rid of interrogativeness. Nevertheless, in psychological texts such the technique distorts the

author's communicative attitude to dialogue with the reader, i.e. a more adequate solution would be to preserve the interrogativeness.

For example:

- Are all those suffering from eating disorders underweight?
- Do you think that treatment does not help in the fight against an eating disorder? / Is it possible to be overweight and healthy?

Thus, it should be recognized that mass media texts of psychological subjects present a certain difficulty for translators and require special care and competence to perform qualitative no translation. It is necessary to take into account all potentially problematic language tools and stylistic techniques and be able to offer their adequate correspondences in the translation language

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