

THE METHODOLOGICAL BASIS OF THE AUTHOR'S TRANSLATION IN THE INTERPRETATION OF THE MEDIA TEXT

Burxanova Diana Burxanovna,

The Master student

Uzbekistan State World Languages University

diana.burxanova.2002@gmail.com

DOI: <https://doi.org/10.5281/zenodo.18445114>

Abstract. Digitalization has significantly accelerated globalization in media communication. As a result, translation has become increasingly important as a key tool of intercultural communication. Media texts play a mediating role between creativity and mass communication and are characterized by strong pragmatic impact, expressive language, and deep cultural connections. In this context, preserving the author's intention, meaning, and aesthetic value in translation becomes especially important. This task is even more complex when the author of the original text is also its translator. This article examines the methodological foundations of author's translation in the interpretation of media texts. Modern research in translation studies and media linguistics emphasizes that author's translation is not merely a mechanical transfer of meaning from one language to another. Instead, it is an independent creative and interpretative process. In the digital media environment, artistic perception is often influenced by market demands, which can lead to simplified meanings and reduced semantic depth in translated media texts. The article also analyzes the linguistic and extra-linguistic features of media texts that create difficulties in translation. These include their complex structure, frequent use of emotionally charged and evaluative vocabulary, stylistic inconsistency, and the implicit nature of pragmatic meaning. Special attention is given to the translation of headlines, idiomatic expressions, culturally specific elements, and stylistic devices aimed at influencing the audience.

From a methodological perspective, the article highlights the importance of a holistic approach to teaching author's translation in media studies. This approach should combine linguistic analysis, intercultural competence, pragmatic adaptation, and the effective use of modern technologies. The findings show that successful author's translation requires more than strong language skills. It also demands an understanding of the author's worldview, awareness of the target audience's cultural background, and the ability to consciously recreate the pragmatic effect of the original text.

Keywords: author's translation; media text; media discourse; intercultural communication; pragmatic adaptation; translation methodology; digital media.

Аннотация. Цифровизация значительно ускорила глобализацию в медиакоммуникации. В результате перевод стал важным средством межкультурного общения. Медийные тексты связывают творчество и массовую коммуникацию и отличаются направленностью на воздействие, выразительным языком и тесной связью с культурой. В таких условиях особенно важно сохранить авторский замысел, смысл и художественную ценность при переводе. Эта задача становится сложнее, если автор исходного текста сам выполняет перевод. В статье рассматриваются основные подходы к авторскому переводу при работе с медиатекстами. Современные исследования показывают, что авторский перевод - это не просто передача смысла с одного языка на другой, а творческий и осмысленный процесс. В цифровой медиасреде на восприятие текста часто влияют рыночные требования, из-за чего переводы могут становиться упрощёнными и терять глубину смысла. Также в статье анализируются языковые и неязыковые особенности медиатекстов, которые усложняют перевод. К ним относятся сложное построение текста, частое использование эмоционально окрашенной лексики, смешение стилей и скрытый характер смысла. Особое внимание уделяется переводу заголовков, устойчивых выражений, культурно обусловленных элементов и языковых средств, которые

влиют на читателя. С методической точки зрения подчёркивается важность комплексного подхода к обучению авторскому переводу в медиаобразовании. Такой подход должен включать языковой анализ, знание культуры, адаптацию текста под адресата и использование современных технологий. Результаты показывают, что для качественного авторского перевода недостаточно только хорошего знания языка - важно также понимать взгляды автора, учитывать культурный опыт аудитории и уметь передавать воздействие исходного текста.

Ключевые слова: авторский перевод; медиатекст; медиадискурс; межкультурная коммуникация; прагматическая адаптация; методология перевода; цифровые медиа.

Annotatsiya. Raqamlashtirish media kommunikatsiyasida globallashtirish jarayonini sezilarli darajada tezlashtirdi. Natijada tarjima madaniyatlararo muloqotning muhim vositasiga aylandi. Media matnlar ijod va ommaviy kommunikatsiya o'rtasida bog'lovchi vazifani bajaradi va o'quvchiga ta'sir ko'rsatishga yo'naltirilganligi, ifodali tili hamda madaniyat bilan chambarchas bog'liqligi bilan ajralib turadi. Shu sababli tarjimada muallifning niyati, mazmuni va badiiy qiymatini saqlab qolish ayniqsa muhim hisoblanadi. Bu vazifa, ayniqsa, asl matn muallifi tarjimonning o'zi bo'lgan hollarda yanada murakkablashadi. Mazkur maqolada media matnlarni talqin qilish jarayonida mualliflik tarjimasining metodik asoslari ko'rib chiqiladi. Zamonaviy tadqiqotlar shuni ko'rsatadiki, mualliflik tarjimasi faqatgina bir tildan ikkinchi tilga ma'noni mexanik tarzda ko'chirish emas, balki mustaqil ijodiy va izohli jarayondir. Raqamli media muhitida badiiy matnni qabul qilish ko'pincha bozor talablari ta'sirida bo'ladi, bu esa tarjima qilingan media matnlarda mazmunning soddalashishiga va ma'no chuqurligining kamayishiga olib kelishi mumkin.

Maqolada, shuningdek, tarjimani qiyinlashtiradigan media matnlarning tilga oid va tilga oid bo'lmagan xususiyatlari tahlil qilinadi. Bular qatoriga matnning murakkab tuzilishi, hissiy va baholovchi so'zlarning ko'p ishlatilishi, uslubiy bir xillikning yo'qligi hamda yashirin ma'noning mavjudligi kiradi. Tomoshabin yoki o'quvchiga ta'sir ko'rsatishga qaratilgan sarlavhalar, iboralar, madaniy xususiyatga ega birliklar va uslubiy vositalarni tarjima qilishga alohida e'tibor qaratiladi. Metodik nuqtai nazardan, maqolada media ta'limda mualliflik tarjimasini o'rgatishda kompleks yondashuvning ahamiyati ta'kidlanadi. Bunday yondashuv til tahlilini, madaniyatlararo bilimlarni, matnni moslashtirishni va zamonaviy texnologiyalardan samarali foydalanishni o'z ichiga olishi lozim. Tadqiqot natijalari shuni ko'rsatadiki, muvaffaqiyatli mualliflik tarjimasi uchun faqat tilni yaxshi bilish yetarli emas. Tarjimon muallifning dunyoqarashini tushunishi, xorijiy auditoriyaning madaniy tajribasini hisobga olishi va asl matnning ta'sir kuchini ongli ravishda qayta yaratishi zarur.

Kalit so'zlar: muallif tarjimasi; media matn; media diskurs; madaniyatlararo muloqot; pragmatik moslashtirish; tarjima metodologiyasi; raqamli media.

Introdukt. The fast development of digital technologies has strongly changed how media texts are created, shared, and understood. Today, media content spreads almost instantly across languages and cultures, which makes translation a key tool for intercultural communication. At the same time, the growing commercialization of media and art has changed value priorities, so market success often comes before artistic and semantic depth. In this situation, preserving the author's intention in translation becomes especially important. Media texts stand on the border between fiction and mass communication, combining accurate information with emotional impact and original style. When such texts are translated into other languages, the risk of changing or weakening the author's communicative intention increases. Practical experience shows that even when authors translate their own media texts, the results are not always successful. Cultural references, idiomatic expressions, national stylistic norms, and grammatical features are

often simplified or replaced with approximate equivalents. As a result, the genre features of the text may be lost, the author's intention becomes unclear, and foreign readers do not receive the cultural explanations needed to fill gaps in background knowledge (Vepreva, 2021). This article aims to analyze the methodological foundations of author's translation in the interpretation of media texts and to justify the need for a special teaching approach that helps preserve semantic, stylistic, and pragmatic unity in translation. In modern translation studies, author's translation is increasingly viewed as an independent creative process rather than a secondary or supportive activity. Russian scholars point out that this type of translation is qualitatively different from professional literary translation because it is closely connected to the author's worldview and creative intention (Kuzmina, 2014). As the creator of the original text, the author has an internal understanding of meaning nuances, stylistic decisions, and hidden meanings that an external translator cannot always fully reproduce. This inner knowledge allows the author-translator to recreate the text in another language through interpretation rather than through direct formal equivalence.

Nikolaev (2008) suggests viewing the text as a complex link between objective reality and the author's subjective perception. From this point of view, translation becomes an interpretative act aimed at reproducing the original text's individual conceptual and emotional structure. This approach is especially relevant for media texts, where meaning is often expressed indirectly through evaluative vocabulary, stylistic devices, and pragmatic signals. The digital era has greatly changed how media and artistic texts are perceived and evaluated. In the past, commercial success usually followed artistic quality, while today market mechanisms often define evaluation criteria. Brazgovskaya (2004) describes this situation as an "inversion of price and quality," where consumer demand determines artistic value. In the online environment, marketing strategies do not only promote media products but also shape their perceived value. This leads to more subjective judgments and, in many cases, a decline in professional criticism. In such conditions, the role of translation becomes even more important, as it connects different cultural and value systems. Media texts are typically created for a specific audience and have clear communicative aims. Along with factual information, they include strong emotional and evaluative elements designed to influence the audience. Preserving this element in translation requires not only language skills but also cultural awareness and an understanding of pragmatic meaning.

Literature review. The issues of author's translation and media text interpretation have been actively discussed in translation studies, media linguistics, and discourse analysis. Scholars agree that media texts do more than simply transmit information. They also influence emotions, shape opinions, and mediate between cultures. Because of this multifunctional role, media translation is especially vulnerable to losses in meaning, style, and pragmatic effect.

Kuzmina (2014) describes modern media texts as complex communicative structures that combine language, visual elements, and pragmatic intentions. She argues that translators must consider not only vocabulary and grammar, but also genre conventions, audience expectations, and communicative goals. Kuzmina also notes that media discourse often includes standardized expressions, evaluative language, and mixed stylistic features, which makes achieving full equivalence in translation particularly difficult. The interpretative nature of translation is emphasized by Nikolaev (2008), who sees the text as a connection between objective reality and the author's personal perception. From this point of view, translation is not a mechanical transfer of words, but a process of interpretation aimed at reconstructing the original conceptual and emotional meaning. This idea is especially important for author's translation, since the author works simultaneously as the creator and the translator of the text and relies on inner knowledge of meaning, intention, and stylistic nuance. Brazgovskaya (2004) examines the impact of digitalization and commercialization on media culture and introduces the concept of the "inversion of price and quality." In the digital environment, market demand increasingly shapes cultural value, influencing both how media texts are produced and how they are evaluated. As a result, translators must adapt texts not only linguistically, but also pragmatically to new communicative conditions shaped by media economics and audience behavior. Guseva (2021) focuses on the translation of author's media texts in the digital era and identifies several typical difficulties: the absence of direct lexical equivalents, loss of emotional coloring, transfer of culturally based associations, and interpretation of evaluative proper names. According to Guseva, effective author's translation requires flexible strategies and creative decision-making rather than strict adherence to formal equivalence. Problems of expressiveness and emotional impact are discussed by Vakhitova (2007), who emphasizes the importance of pragmatic adaptation and contextual interpretation for maintaining communicative effectiveness. Similar views are expressed by Vepreva and Kupina (2021), who analyze expert linguistic evaluation of texts and underline the role of semantic accuracy, stylistic adequacy, and pragmatic coherence in assessing translation quality. Mikoyan (2008) explores specific challenges of media text translation, paying particular attention to journalistic clichés, headlines, and expressive stylistic devices. The researcher points out that literal translation often fails to convey pragmatic meaning and suggests functional substitution and creative transformation as more effective solutions. Although there is a substantial body of research on media translation and interpretative approaches, relatively little attention has been paid to the methodological foundations of teaching author's translation of media texts. Most studies focus on linguistic problems and theoretical models, while practical training frameworks remain underdeveloped. This research gap determines the relevance of the present study, which aims to integrate theoretical insights with pedagogical methodology and practical

training strategies in order to preserve semantic, stylistic, and pragmatic unity in author's media translation.

Methodology. The methodological framework of this study is based on an interdisciplinary approach that combines translation studies, media linguistics, discourse analysis, and pedagogical theory. The research relies on theoretical works by Russian scholars as well as on practical experience in teaching author's translation at humanities universities.

Principles of Teaching Author's Translation

The proposed approach to teaching author's translation of media texts is based on several key principles:

- understanding translation as an interpretative process rather than simple word replacement;
- viewing the media text as a complex, multi-part structure;
- focusing on communicative priority and pragmatic effect;
- combining linguistic and non-linguistic analysis.

An important methodological stage is the initial creation and analysis of the source text. Students are required to take into account how the text is created, its formal features, the channel through which it is distributed, its genre and function, and its main topic. This preliminary analysis helps future translators predict possible translation difficulties.

Practical Training Components

Practical tasks are based on working with a thematic collection of media texts and are aimed at developing several important skills:

1. the ability to translate hypertexts and digital media materials using modern tools;
2. the ability to explain and justify translation choices in a logical and academically sound way;
3. skills in evaluating translation equivalence through comparative analysis with the help of specialized software;
4. competence in literary and linguistic analysis using listening and visual methods;
5. the ability to work effectively with text editors, electronic encyclopedias, and linguistic databases.

Special attention is given to creating glossaries that include culturally specific elements and units that require additional explanation in translation.

Results and discussion. *Multicomponent Nature of Media Texts.*

The analysis shows that modern media texts are complex units that combine verbal, visual, audio, and audiovisual elements within one shared meaning space. The strong connection between form and content creates extra difficulties for translation, because a change in one element can influence the meaning of the whole text. In this situation, author's translation must follow the functional and stylistic norms of the target language

while preserving the pragmatic focus of the original text. The translator needs to find a balance between accurate information and emotional impact.

Emotional and Evaluative Vocabulary

One of the most challenging aspects of translating media texts is conveying emotional and evaluative language. This type of vocabulary plays a key role in the persuasive function of media discourse and is often expressed indirectly.

Guseva (2021) points out several common difficulties:

1. absence of direct lexical equivalents;
2. loss of emotional meaning;
3. transfer of culturally based associations;
4. interpretation of personal names used for evaluation.

These challenges make it necessary to develop a well-planned translation strategy that takes cultural, historical, and associative factors into account.

Stylistic Features and Translation Strategies

Media texts often show a high level of standardization through the use of journalistic clichés, which create a sense of objectivity (Mikoyan, 2008). In translation, using functionally similar clichés in the target language is usually the most effective solution.

At the same time, media discourse widely uses expressive devices such as emotionally colored epithets, rhetorical questions, informal and slang vocabulary, modified idioms, and wordplay. In these cases, literal translation is ineffective and results in a loss of pragmatic effect.

Headlines require special attention in translation. They often include allusions, quotations, and puns that need creative rephrasing. When stylistic similarity cannot be fully preserved, priority should be given to semantic accuracy and clear communication.

Pragmatic Adaptation and Intercultural Mediation

An important factor in successful media text translation is pragmatic adaptation. Differences in background knowledge between the original and target audiences often require making implicit information explicit, replacing culturally specific elements, or deliberately omitting details that are not relevant for the target reader (Vakhitova, 2007). The translator's main task is to reproduce the pragmatic potential of the original text - that is, its ability to produce a certain intellectual and emotional effect. This is especially important in political and journalistic texts, where translation serves as a powerful means of influence.

Conclusion. The study shows that author's translation of media texts is a complex interpretative process that is not limited to simple word-for-word transfer. In today's digital communication, media texts combine informational, emotional, and pragmatic elements, which makes preserving the author's original intention in translation especially

difficult. The analysis confirms that author's translation is different from professional literary translation because the author has a deep internal understanding of the original text. However, this advantage can be fully used only when the translation is guided by a clear methodological approach. Without such an approach, author's translation may lose cultural specificity, stylistic uniqueness, and pragmatic impact. Particular attention has been given to the linguistic and pragmatic features of media texts, such as emotional and evaluative vocabulary, stylistic devices, and implicit meanings. The results indicate that literal translation is largely ineffective in this area, and that communicative equivalence and pragmatic adaptation should be treated as the main principles of translation. In conclusion, successful author's translation of media texts requires the combination of strong language skills, intercultural awareness, and creative interpretation. A well-developed methodological approach enables the author to preserve the meaning, style, and emotional effect of the original text while adapting it to a foreign-language media context.

References:

1. Brazgovskaya, E. E. (2004). *Culture text: From event to event*. Perm.
2. Guseva, A. H. (2021). On the concept of the author's media text translation in the era of digitalization and commercialization of art. [Journal title not specified]. <https://doi.org/10.24249/2309-9917-2021-45-1-47-51>
3. Kuzmina, N. A. (2014). *Modern media text: A manual* (3rd ed.). Moscow: FLINTA.
4. Nikolaev, S. G. (2008). About a verse by Brodsky and its translation by the author. *Southern Federal University Bulletin. Philological Sciences*, (4), 64–82.
5. Vakhitova, G. V. (2007). *Ways of conveying internal expressiveness of the text* (Abstract of PhD dissertation). Ufa.
6. Vepreva, I. T., & Kupina, N. A. (2021). *Expert linguistic analysis of a disputed text* (3rd ed.). Moscow: FLINTA; Ekaterinburg: Ural University Press.
7. Mikoyan, A. S. (2008). *Problems of media text translation*. Moscow.