

PRESERVING IMPACT AND EXPRESSIVENESS IN THE TRANSLATION OF PUBLICISTIC TEXTS

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Abstract: *Publicistic texts aim not only to inform but also to influence public opinion, evoke emotions, and shape readers' attitudes. Translating such texts therefore requires preserving their expressive and persuasive power rather than merely transferring factual content. This paper explores the main challenges involved in translating publicistic texts, with particular focus on maintaining impact, emotional coloring, and pragmatic effect in the target language. The study analyzes stylistic, cultural, and pragmatic factors that affect expressiveness in translation and proposes practical strategies for achieving communicative equivalence. The findings emphasize the importance of functional and pragmatic approaches in publicistic translation.*

Keywords: *publicistic texts, translation, expressiveness, pragmatic equivalence, communicative effect, media discourse*

INTRODUCTION

Publicistic texts occupy a special place in translation practice due to their dual function: they simultaneously convey information and exert influence on the audience. News articles, opinion pieces, editorials, speeches, and commentaries are designed to attract attention, persuade readers, and provoke emotional or ideological responses. As a result, translating publicistic texts presents challenges that differ significantly from those encountered in technical or purely informative translation.

In publicistic translation, literal accuracy alone is insufficient. A translation that faithfully reproduces the lexical content but fails to preserve the original impact may lose its communicative purpose. Therefore, the translator's task extends beyond linguistic transfer to include pragmatic adaptation and stylistic sensitivity.

This paper examines the key problems associated with preserving expressiveness in the translation of publicistic texts and outlines effective strategies for maintaining their persuasive power in the target language.

2. Characteristics of Publicistic Texts

Publicistic texts are characterized by a combination of factual information and expressive language. Their primary features include:

- emotional and evaluative vocabulary;
- rhetorical devices such as metaphor, irony, and repetition;
- direct appeal to the reader or audience;
- ideological or persuasive intent;
- dynamic and context-dependent language.

These features make publicistic texts highly culture-bound. What is considered persuasive or emotionally powerful in one language or culture may not produce the same effect in another. Consequently, translators must take into account not only linguistic differences but also sociocultural expectations of the target audience.

3. Challenges in Preserving Expressiveness

3.1 Loss of Emotional Coloring

One of the most common problems in publicistic translation is the loss of emotional intensity. Words and expressions carrying strong connotations in the source language may have neutral or weaker equivalents in the target language. Direct translation may therefore result in a stylistically flat text.

In such cases, the translator must seek functionally equivalent expressions that evoke similar emotions rather than adhere strictly to lexical correspondence.

3.2 Cultural and Ideological Differences

Publicistic texts often rely on cultural references, historical allusions, and shared background knowledge. These elements may be unfamiliar or irrelevant to the target audience, reducing the intended impact.

For example, political slogans, idiomatic expressions, or culturally specific metaphors may require adaptation or replacement to preserve their persuasive function. Failure to do so may lead to misunderstanding or loss of influence.

3.3 Pragmatic Mismatch

Pragmatics plays a central role in publicistic translation. The same statement may carry different implications depending on context, tone, and audience expectations. A literal translation may convey the surface meaning but fail to reproduce the pragmatic force of the original message.

This mismatch can weaken the text's ability to persuade, criticize, or mobilize readers.

4. Translation Strategies for Maintaining Impact

4.1 Functional and Communicative Equivalence

To preserve expressiveness, translators should prioritize functional and communicative equivalence. This approach focuses on achieving the same effect on the target audience as the original text had on its readers, even if this requires structural or lexical modifications.

4.2 Stylistic Adaptation

Stylistic adaptation involves adjusting sentence structure, tone, and vocabulary to match the norms of publicistic discourse in the target language. This may include:

- intensifying or softening expressions;
- reordering sentence elements for emphasis;
- replacing culturally bound metaphors with target-culture equivalents.

Such adaptations help maintain the dynamic and persuasive nature of the text.

4.3 Preservation of Rhetorical Devices

Rhetorical devices are essential tools of expressiveness in publicistic texts. Whenever possible, translators should recreate metaphors, parallel structures, and rhetorical questions using equivalent devices in the target language.

If direct reproduction is not feasible, alternative rhetorical strategies should be employed to achieve a similar impact.

5. The Role of the Translator

In publicistic translation, the translator assumes an active and responsible role. Rather than acting as a neutral mediator, the translator must interpret the author's intent and recreate it in a new cultural and linguistic environment.

This responsibility requires:

- high linguistic competence;
- deep cultural awareness;
- sensitivity to ideological and pragmatic nuances;
- ethical judgment to avoid distortion or manipulation.

6. Conclusion

Preserving expressiveness in the translation of publicistic texts is a complex and multifaceted task. Linguistic, cultural, and pragmatic challenges often hinder the transfer of emotional and persuasive power. However, by applying functional approaches, adapting stylistic elements, and prioritizing communicative impact, translators can successfully recreate the influence of the original text.

The study confirms that effective publicistic translation depends not on literal accuracy alone but on the translator's ability to maintain the intended effect on the target audience. As global media communication continues to expand, the importance of preserving expressiveness in translation will remain a critical issue in translation studies.

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