



MEANING ANALYSIS AND DYNAMIC EQUIVALENCE

Sobirova Muxtasar

*Andijan State Institute of Foreign Languages Faculty of English
Language and Literature Department of Foreign Language
and Literature (English Language) 4th year student:
Supervisor: Azimjon Ahmedov*

Annotation *This paper reflects on the importance of translation in the context of modern technological advancements, especially in the film industry, and its critical role in disaster communication, as evidenced during Typhoon Haiyan. The study explores contemporary developments in translation theory, particularly evolving views on equivalence and the relationship between source and target texts. This shift is vital to ensuring accurate and culturally appropriate translations.*

Keywords: *Language development, technological advancements, films, translation, dynamic equivalence, contextual correspondence, equivalence theories, cultural and linguistic boundaries, communication.*

Introduction

Language has developed rapidly alongside advancements in technology. These developments are influenced not only by human progress but also by global digital transformation. One key area where this is evident is in the widespread accessibility of international films. Films have significantly impacted various aspects of life, including science and education. As Bottomly and Hail (2007) suggest, films offer abundant perspectives on people, historical periods, and diverse cultures.

Paul Engle's assertion, "Translate or die!" as cited by Gentzler (1993), captures the urgent necessity of translation in today's socially and politically active world. A vivid example of this was during the catastrophic Typhoon Haiyan (Yolanda), which struck the Philippines in 2013. The term "storm surge" was not clearly understood by many local residents due to inadequate translation, which led to tragic consequences. This case highlights the essential role of accurate and contextually sensitive translation in life-saving communication.

Translation and Equivalence

In modern translation theory, the concept of equivalence has evolved. Early theories emphasized word-for-word or formal equivalence. However, theorists like Eugene Nida introduced dynamic equivalence, which prioritizes the effect of the translation on the target audience rather than strict adherence to the source structure. Kenny (2011) notes that recent views see equivalence not as a fixed standard but as a relationship between two texts. This relationship depends on the translator's ability to





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interpret the source text and reproduce its meaning appropriately in the target language, taking into account both linguistic and cultural contexts.

Meaning Analysis in Translation

Effective translation begins with thorough meaning analysis. This involves understanding the lexical, grammatical, cultural, and contextual nuances of the source text. Without proper analysis, there is a risk of misinterpretation, which can distort the intended message. Meaning analysis ensures the translator grasps not just the literal meaning but also the tone, implication, and function of the original text.

Dynamic Equivalence and Communication

Dynamic equivalence allows flexibility in translation. Rather than translating word-for-word, it aims to produce the same impact on the target audience as the original did on its readers or listeners. This often involves adapting idiomatic expressions, cultural references, and syntax. In contexts such as public health communication or disaster warnings, dynamic equivalence is crucial to ensure clarity and prevent miscommunication. For example, during Typhoon Haiyan, the failure to dynamically adapt the term “storm surge” into a locally comprehensible term resulted in a devastating lack of public understanding. Similarly, in fields like food biotechnology, accurate yet culturally accessible translations are needed to convey complex scientific concepts to non-expert audiences.

Conclusion

Meaning analysis and dynamic equivalence are two interrelated pillars of effective translation. While meaning analysis focuses on accurate comprehension of the source text, dynamic equivalence ensures that this meaning is effectively conveyed to the target audience in a culturally appropriate manner. A professional translator must strike a balance between these two elements to produce clear, natural, and impactful translations that bridge linguistic and cultural divides.

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