

**TRANSFORMING TEXTS, GENRES, AND POWER  
IN TRANSLATION THEORY**

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**Abstract** *This article discusses how texts and genres are transformed during the translation process from the perspective of translation theory, and how these changes are influenced by socio-ideological factors. Translation is analyzed not merely as a linguistic act but as a cultural, political, and ideological practice. The study highlights the role of the translator not only as a linguistic mediator but also as a social agent.*

**Introduction**

Translation theory has expanded beyond linguistic approaches in recent years, incorporating social, cultural, and ideological dimensions. Today, translation is not just the act of converting words or sentences into another language, but a process that regulates complex relationships between meaning, culture, and power. This article explores how translation affects texts and genres, examines the translator's role, and analyzes how power is manifested through translation.

**Transformation of Texts**

During translation, texts undergo not only linguistic but also cultural, social, and pragmatic transformations. For example, humor or religious expressions in English may lose their impact when translated directly into Uzbek. Therefore, Nida's (1964) dynamic equivalence theory emphasizes the intended effect of the message over literal meaning. According to this approach, the translator should reproduce the impact of the original text rather than its exact words.

Additionally, techniques such as adaptation, addition, omission, and contextualization are widely used in translation. These ensure the target audience understands the text appropriately. Thus, the translator becomes a re-creator, not just a translator.

**Genre Shifts and Cross-Cultural Differences**

Genres are socially recognized communicative forms, and each language and culture receives them differently. As Miller (1984) pointed out, a genre is a form of social action. Official documents, academic articles, advertisements, or literary texts follow unique genre conventions. The translator must consider these conventions and adapt the text to the target culture.

Venuti (1995) proposed domestication and foreignization strategies to address such challenges. Cultural-specific concepts may either be retained (foreignization) or localized (domestication), depending on the translator's decision.

**Power, Ideology, and Translation**

Translation is also a site of ideological and political negotiation. As Foucault (1972) stated, discourse is knowledge embedded in power. Translation plays a vital role in transferring discourses between cultures. Therefore, it can reinforce or resist cultural hegemony.

For instance, during colonial times, many Western texts were translated into local languages, spreading Western values. Postcolonial translation theories challenge this history and promote reclaiming local identity and perspectives through translation. Hence, translation becomes not only a linguistic but also an ideological act.

#### The Translator as a Social Agent

Modern translation theories no longer view translators as invisible intermediaries. Lefevere (1992) sees the translator as a creative and ideological rewriter. The translator selects, alters, and sometimes censors texts for political reasons or promotes opposing ideologies.

For example, when translating historical novels, a translator must balance historical truth with contemporary audience expectations. Especially in ideologically sensitive texts, the translator's personal beliefs may influence their translation strategies. Thus, the translator becomes an agent whose position, cultural competence, and ideology affect the final outcome.

#### Conclusion

Translation is a complex, multidimensional process that involves not only language but also culture, social order, and power. Texts and genres are transformed during translation, generating new discourses and perspectives. The translator plays an active role in this process as a social agent and ideological mediator. Therefore, it is essential to study translation theory from a broader, cross-cultural, and sociological perspective.

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