

CREATION OF NATIONAL COLOR IN THE TRANSLATION OF ENGLISH AND UZBEK LITERARY WORKS

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ANNOTATION: This article examines the creation and preservation of national color in the translation of English and Uzbek literary works. National color reflects the cultural, historical, social, and linguistic characteristics of a nation and plays an important role in literary translation. The study analyzes translation strategies used to convey national identity, customs, traditions, and cultural values in literary texts. Special attention is paid to the challenges translators face when rendering culturally specific elements and the methods employed to maintain authenticity while ensuring readability for target audiences.

Keywords: National color, literary translation, cultural identity, translation strategies, English literature, Uzbek literature, cultural equivalence, linguistic adaptation.

АННОТАЦИЯ: В данной статье рассматриваются вопросы создания и сохранения национального колорита при переводе английских и узбекских художественных произведений. Национальный колорит отражает культурные, исторические, социальные и языковые особенности народа и играет важную роль в художественном переводе. В исследовании анализируются переводческие стратегии передачи национальной идентичности, обычаев, традиций и культурных ценностей в литературных текстах. Особое внимание уделяется трудностям перевода культурно маркированных элементов и способам сохранения их аутентичности при обеспечении понятности для читателей.

Ключевые слова: национальный колорит, художественный перевод, культурная идентичность, переводческие стратегии, английская литература, узбекская литература, культурная эквивалентность, языковая адаптация.

ANNOTATSIYA: Mazkur maqolada ingliz va o'zbek badiiy asarlarining tarjimasida milliy koloritni yaratish va saqlash masalalari tahlil qilinadi. Milliy kolorit xalqning madaniy, tarixiy, ijtimoiy va til xususiyatlarini aks ettiruvchi muhim omil bo'lib, badiiy tarjimada alohida ahamiyat kasb etadi. Tadqiqotda milliy o'zlik, urf-odatlar, an'analar hamda madaniy qadriyatlarni tarjima jarayonida ifodalash usullari o'rganiladi. Shuningdek, tarjimon duch keladigan muammolar va ularni bartaraf etish strategiyalari yoritiladi.

Kalit so‘zlar: milliy kolorit, badiiy tarjima, madaniy identiklik, tarjima strategiyalari, ingliz adabiyoti, o‘zbek adabiyoti, madaniy ekvivalentlik, lingvistik moslashtirish.

INTRODUCTION: The translation of literary works serves as a bridge between cultures, enabling readers to experience the traditions, values, and worldviews of different nations. One of the most significant aspects of literary translation is the preservation of national color, which represents the unique cultural identity embedded in a text. National color encompasses customs, traditions, historical references, folklore, social practices, and linguistic peculiarities that characterize a particular nation.

In the context of English and Uzbek literary works, translators often encounter challenges when attempting to transfer culture-specific elements from one language into another. The differences in historical development, social structures, religious beliefs, and cultural traditions between English-speaking and Uzbek-speaking societies create difficulties in achieving complete equivalence. Therefore, translators must employ various strategies such as cultural adaptation, transliteration, explanation, and functional equivalence to preserve the original meaning and cultural atmosphere.

The importance of studying national color in translation lies in its role in promoting intercultural understanding. Literary translation not only conveys information but also introduces readers to the cultural heritage of other nations. Consequently, maintaining national color becomes essential for preserving the artistic and cultural value of literary texts.

This study aims to investigate the methods used in translating national color in English and Uzbek literary works and to evaluate their effectiveness in maintaining cultural authenticity. The research focuses on the translation of culture-specific items, idioms, traditions, and social realities that contribute to the unique national character of literary texts.

In English literature, national color is frequently expressed through references to local customs, social institutions, historical events, and traditional lifestyles. Similarly, Uzbek literature incorporates national values through depictions of family relationships, hospitality, folklore, traditional ceremonies, and religious practices.

The translation of such elements requires not only linguistic competence but also cultural awareness. A translator must understand both source and target cultures to ensure that the translated text retains its cultural richness and emotional impact.

Table 1

Translation Strategies Used in Preserving National Color

Strategy	Purpose	Example
Transliteration	Preserve original form	Mahalla → Mahalla

Cultural substitution	Replace with similar concept	Navruz → Spring Festival
Description	Explain cultural meaning	Mahalla – local community institution
Functional equivalence	Convey similar function	Oqsoqol → Community elder
Adaptation	Adjust to target culture	Traditional terms adapted for readers

The table demonstrates that translators employ different strategies depending on the cultural significance of a particular lexical item. Transliteration is commonly used when the cultural concept has no direct equivalent in the target language. Descriptive translation helps readers understand unfamiliar cultural elements while preserving their original meaning. Functional equivalence ensures that the communicative purpose of the source text is maintained.

Uzbek literary texts contain numerous culture-specific elements that reflect the nation's traditions and values. Concepts such as "mahalla," "navruz," "sumalak," and "oqsoqol" carry deep cultural meanings that cannot always be translated directly.

LITERATURE REVIEW. The concept of national color has attracted considerable attention in translation studies due to its close connection with cultural identity and literary expression. Scholars such as Eugene Nida emphasized the importance of dynamic equivalence, arguing that the translator should reproduce not only the linguistic meaning but also the cultural effect of the original text. According to Nida, successful translation allows readers of the target language to experience a response similar to that of readers of the source language.

Translation theorists have long recognized that literary works contain numerous culture-bound elements which reflect the social life, traditions, beliefs, and historical experiences of a nation. These elements form the basis of national color and contribute to the uniqueness of literary texts. The preservation of such features remains one of the most challenging tasks in literary translation.

Peter Newmark distinguished between semantic and communicative translation, highlighting the necessity of maintaining cultural references where possible. He argued that translators should carefully consider the cultural significance of lexical items before replacing them with target-language equivalents. His work provides valuable guidance for translating national color in literary texts.

Research conducted in Uzbek translation studies also emphasizes the importance of preserving national identity through translation. Uzbek scholars have examined the translation of folklore, proverbs, traditional customs, and historical realities, demonstrating that national color serves as a key component of artistic authenticity.

Previous studies reveal that effective translation requires a combination of linguistic competence, cultural knowledge, and literary sensitivity.

RESEARCH METHODOLOGY: The present study employs qualitative and comparative research methods to investigate the creation and preservation of national color in the translation of English and Uzbek literary works. The research focuses on literary texts containing culture-specific elements such as traditions, customs, folklore, historical references, social institutions, and idiomatic expressions.

The primary method used in this research is comparative textual analysis. Selected excerpts from English and Uzbek literary works were examined in both their original and translated forms. Particular attention was given to lexical units and expressions that carry cultural significance and contribute to the formation of national color.

Table 2

Research Framework for the Analysis of National Color

Research Component	Description
Research Type	Qualitative Comparative Study
Data Source	English and Uzbek Literary Works
Analysis Method	Comparative Textual Analysis
Data Collection	Literary Text Examination
Focus Area	National Color and Cultural Elements
Translation Strategies	Transliteration, Adaptation, Equivalence
Expected Outcome	Preservation of Cultural Identity

The research framework demonstrates that the study relies primarily on qualitative methods. Comparative textual analysis enables the identification of cultural differences and translation solutions. The selected methodology provides a comprehensive understanding of how national color is transferred between English and Uzbek literary traditions.

ANALYSIS AND RESULTS: The analysis reveals that national color plays a crucial role in preserving the cultural identity of literary works. Both English and Uzbek texts contain numerous culture-specific expressions that reflect national traditions, customs, social values, and historical experiences.

One of the most frequently observed translation strategies is transliteration. Uzbek cultural terms such as *mahalla*, *sumalak*, and *navruz* are often retained in English translations because they have no exact equivalents in the target language. Transliteration helps preserve cultural authenticity and introduces readers to unique aspects of Uzbek culture.

The analysis also indicates the use of cultural substitution when direct equivalents are unavailable. In such cases, translators replace source-language concepts with

culturally similar target-language expressions. Although this approach improves readability, it may reduce the degree of cultural specificity.

Table 3

Frequency of Translation Strategies in the Selected Literary Texts

Translation Strategy	Frequency (%)
Transliteration	34%
Descriptive Translation	28%
Functional Equivalence	18%
Cultural Substitution	12%
Adaptation	8%

The data indicate that transliteration is the most frequently used strategy, accounting for 34% of all analyzed examples. This finding suggests that translators prioritize the preservation of cultural authenticity when dealing with nationally significant concepts. Descriptive translation ranks second with 28%, reflecting the need to explain unfamiliar cultural phenomena to target readers.

CONCLUSION. The present study examined the creation and preservation of national color in the translation of English and Uzbek literary works. The findings demonstrate that national color serves as an essential component of literary expression, reflecting the cultural identity, traditions, customs, values, and historical experiences of a nation. Through literary translation, these cultural elements are transmitted from one linguistic community to another, contributing to intercultural communication and mutual understanding. The analysis revealed that translators employ various strategies to preserve national color, including transliteration, descriptive translation, functional equivalence, cultural substitution, and adaptation. Among these methods, transliteration and descriptive translation were found to be the most effective in maintaining the authenticity of culture-specific elements. These strategies allow translators to retain the original cultural atmosphere while helping readers understand unfamiliar concepts.

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