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### Research Article

## PRAGMATIC PRINCIPLES OF CHARACTER SPEECH STUDY IN TRANSLATION

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Gulnoza Karimbek Qizi Nazrullayeva Phd Student, Tashkent State University Of Oriental Studies Tashkent, Uzbekistan

#### ABSTRACT

This article is devoted to the pragmatic foundations of the study of character speech in translation studies. Pragmatic aspects of the language, which have attracted the attention of researchers more and more in recent years, require the translator to be aware of the information of many other sciences and cultures in addition to deep linguistic knowledge. Appropriate use of pragmatic tools in translation serves to fully convey the necessary meaning expressed in the original.

#### **KEYWORDS**

Translation studies, translation, character speech, pragmatics.

#### **INTRODUCTION**

Pragmatics (Greek pragma - action) is a branch of semiotics that studies the relationship between signs and their participants in a specific speech process. Today, pragmatics is considered as the level of language representatives expressing their attitude using certain words and semantic constructions and understanding the interlocutor's attitude, that is, reacting based on the existing situation. Today, the importance of the field of pragmatics at the language level is determined by the principles of parsimony, which determine the essence of language. It is known that pragmatics was initially part of the science of philosophy, then in the science of logic, and later it moved to the fields of linguistics and translation studies, and it was studied within these fields and is still being studied.

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Pragmatics is important, and its lexical meaning is the Greek term "pragma". At the end of the 30s, Ch. Maurice divided semiotics into three:

1. Semantics - studies the relationship of symbols to objects;

2. Syntax - relationship between signs;

3. Pragmatics is a department that studies the attitude of the speaker to language signs [8, 12]; Although these three fields are placed side by side in the initial comments, Ch. Maurice later notes that the concept of "pragmatics" is much broader than the other two fields - syntax and semantics. Some sources mention that pragmatics entered science as a philosophical concept. For example, "Pragmatics is actually a philosophical concept, which was used even before Socrates, and later philosophers such as J. Locke and E. Kant adopted it from Aristotle. In this way, the stream of pragmatism arose in philosophy. The main period of development of this current is the 19th-20th centuries. Especially in the 20s and 30s of the 20th century, the widespread promotion of the ideas of pragmatism began to be clearly felt. The services of Ch. Peirce, R. Carnap, Ch. Morris, and L. Wittgenstein should be specially noted in the wide spread of this propaganda in America and Europe" [7, 471].

In the 1960s and 1970s, a pragmatic trend began to emerge in linguistics with the study of the contextual features of language signs in speech. Linguistic pragmatic direction began to emerge. The formation of linguistic pragmatics is related to the philosophical views of the great scientist L. Wittgenstein, and it is in his works that pragmatics is shown as an independent field of theoretical semiotic research [7, 471].

The formation and recognition of pragmatics as a new branch of linguistic science dates back to the second half of the 70s. Because during this period, a collection of articles related to linguistic pragmatics was published. The collection serves as an initial practical and theoretical source for the formation of this direction as a new network. Linguistic pragmatics began to form under the influence of philosophical ideas. Since 1977, a special magazine devoted to linguistic pragmatics has been published in Amsterdam. The journal aims to publish a collection of articles devoted to the coverage of issues related to various areas of "Rhetorics" and "Textology" [1, 44].

The study of the activation of linguistic tools in different speech situations attracts the attention of researchers who recognize that literary translation is carried out on the basis of the comparative use of linguistic and stylistic phenomena of two languages. Already, in such cases, linguistic means figuratively express the ideological and thematic content of the work by acquiring a certain additional meaning and figurative color. The use of language units in this way for the expression of methodological goals also creates wide opportunities for the realization of the author's goal. All this determines the characteristics of artistic speech, which is considered an aesthetic category. The task of the translator, which is related to the elimination of pragmatic problems that arise in the process of intercultural communication, is to recreate the text on the basis of the criteria and norms of the

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translated language and culture, with a correct understanding of the purpose of the translation act. Realization of the pragmatic task of a certain translation requires the translator to give up a high level of conformity and prioritize the level of aesthetic impact of the reader. Because too much precision can lead to pragmatic uncertainty, that is, the translated text cannot arouse the level of impact that the original has shown to its reader [5, 54-62].

Pragmatic problems of artistic text translation are considered urgent today and are of interest to many researchers. However, the number of works done in this field in national translation studies is still very small. According to many researchers, the translator is the most attentive reader of the text, who pays attention to even the smallest details in the text. Agreeing with the opinion of R. Barth, it can be noted that for the translator "reading diligently" is a simple activity [2, 470].

One of the important factors determining the level of adequacy of the translation of the speech of the characters in the literary text is to determine the extent to which the pragmatics of the original is preserved. The fact that the pragmatics of the character's speech is clearly expressed through the necessary emotional and phonic means that affect the reader makes it necessary to be able to provide them in the translation.

However, the semantic features of the original text language, the meanings of words, their use and connection with other words create several obstacles in achieving pragmatic equivalence in translation. The only condition for the creation of a translation similar in form and content to the original is the ability of the translator to selectively use linguistic tools similar to the original in his language. This responsibility imposes on him the task of firstly fulfilling the task of original meaning, and then fully expressing the thought formed in his memory based on the culture and standards of his language.

The first task of pragmatics in fiction is to have an aesthetic effect on the reader. If the pragmatic effect of the original is not present in the translation, it cannot evoke any reaction in the reader, then the pragmatic effect of the original feature is not recreated and such a translation has no value.

The pragmatic purpose of practical translation is determined by the intended communicative effect on the listener. The communicative effect reproduced in translation is the restoration of the main function of the original. Artistic the influence of the work on the reader is determined by the plot, content, artistic value of the text, and its ability to attract many readers. The pragmatic task of the translation of such an artistic text is to create a text that can have an artistic and aesthetic effect on the reader, as well as in the original.

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