



## THE USE OF AUTOMOBILE TERMS IN TEXTS

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### Abstract

Among the grammatical transformations in the translation of automotive terms, the most frequent replacement of a word by a phrase. This method of translation occurs in 72% of cases. This is followed by the replacement of the term FL by the term TL with a similar structure. There are about 17% of such examples. The replacement of a compound word by a simple one is the least typical and occurs in 9% of the analyzed examples. 2% of FL terms were and are omitted in the TL text, so their classification is not possible.

**Keywords:** translation option, complex term, lexical level, advertising text.

Most automotive terms in the analyzed advertising texts are translated into uzbek without transformations at the lexical level. There are about 52% of such examples. Among lexical transformations, the method of semantic expansion is most often used (15%). Specification and generalization occur with the same frequency (in about 11% of examples). 7% of examples from the entire corpus are translated descriptively. Omission and addition of lexical components are used least often. 2% of the analyzed terms were translated in this way.

Transformations when translating terms in advertising texts can often be used to simplify and adapt the text to a wide audience that does not have much background knowledge in the automotive industry. Most often, for this purpose, methods of generalization and semantic development are used.

Transformations can also be a tool of the translator, allowing him to neglect the direct dictionary meaning of the term in order to use a better translation option in the context.

The complex term Efficiency improvement technology with the meaning of the components of efficiency technology is translated into uzbek with the help of a substantive phrase with the addition of the specifying lexeme increase. The addition of a lexical unit was provoked by the genre of the text, the focus of advertising on a potential buyer. The positive meaning of the term IA can be logically deduced from reading the entire advertising text. At the lexical level,



therefore, three types of transformations were used: adding components, concretization and semantic expansion, which helped to achieve a more complete transfer of the FL term in the context.

Analyzed terms advertising text Auto Start-Stop and Launch Control are used in the global automotive industry and are presented in English. One way to translate international terms is transliteration. Both terms of IA have such variants of translation into uzbek but they are found only on the forums of motorists, but not on the websites of automakers. For the transfer of terms, a lexeme function was added, which facilitated the perception of the text. There were no changes in the semantics of the term.

The complex term Integrated dry sump lubrication system, which is the heading of the advertising text, when translated into uzbek, we get the phrase grease with a dry sump. Since the sump in the design of the car is only the lower part of the crankcase, which serves as a reservoir for lubricating oil, it can be assumed that when transferring the term IA, a concretization technique was used.

When translating, two lexemes were also added at once. Firstly, the tokens system, which indicates the complexity of the dry sump lubrication process, because for this it is necessary to make a number of changes to the vehicle design: install a suction module in the sump, an oil pump, an oil thermostat, two oil coolers, an oil tank, an oil filter and connecting all elements of the highway and pipelines.

Secondly, the added lexeme is specified by the definition built-in, which emphasizes the advantages of this car, because with such a system, the absence of oil starvation is guaranteed, which can lead to increased wear or engine failure. Thus, we can conclude that the concept, by adding a definition, has acquired a positive connotation, which is important, because we are talking about an advertising text.

Terminological phrase Placement of buttons and knobs with the meaning of the placement of switches in the translation has undergone a number of transformations. The lexeme switch is a generic concept in relation to the specific concepts of sensors, buttons, regulators. The IL lexeme (switch) was specified by replacing it with two TL lexical units at once (buttons and controls). Presumably, the addition of the component was made due to the fact that the center console has not only pushbutton switches, but also rotary controls. From the point of view of equivalence, we have received a translation



that fully corresponds to the terminological phrase FL. It seems more suitable for advertising text, because it emphasizes the diversity of the interior of the car.

The subtitle of the FL advertising text, containing two terminological units at once (Fuel consumption boxster and Emission), was translated into Uzbek with the omission of the lexical component Emission with the meaning of emissions (exhaust gases). The omission of information in the subtitle significantly affects the semantic appearance of the text. For the English recipient, it is important how much the car pollutes the environment, and the absence of the term in the text of the PY only indicates the underdevelopment of environmental awareness. However, information about CO<sub>2</sub> emissions remains in the advertising text.

When translating, the adverb of measure and degree very was also added, which allows increasing the positive qualitative assessment.

Lexeme Coasting with the meaning of sailing, which is a simple term and a determining component of a compound word, is translated using the techniques of semantic development and explication coasting, because a car, like a sailing yacht, moves with the engine and clutch turned off. Despite the descriptive translation, the term TL is fully consistent with the term FL.

A simple sentence of the text of the FL is distributed only by a direct addition, in contrast to its counterpart in Russian, obtained by multiple additions, as well as the omission of lexical units. The subject of the FL sentence, expressed by the term Performance (efficiency, technical characteristics), is replaced by the phrase technical potential with a pronounced positive assessment, which is emphasized by adding the evaluative adjective high and the demonstrative pronoun such in the sense of enhancing the degree of quality. A simple verbal predicate (to need), in the text of the FL the predicate expressed by an adverb is important in the predicative sense. The direct object, the use of which is dictated by the right valency of the verb, is expressed by the complex two-component term-composite with the meaning stability. When translating, the unambiguous correspondence to the term FL was not used, but was replaced by a descriptive verb construction to stand confidently on the ground, obtained by logical transformations. It is important that such a translation creates an allusion to the phraseological unit to stand firmly on its feet, which has a positive assessment. Unfortunately, it is not clear how successful this method



of translation is, because the success of an advertising text, original or translated, can only be assessed if its economic effect is analyzed.

In the translation, the simple sentence IJ was replaced by a sentence, a common adverbial turnover, on which an additional subordinate clause with the union that depends. It is the adverbial turnover and the subordinate clause that depends on it that are the translation of the adjectival term FL, consisting of two components. This kind of replacement is provoked by a part-of- speech replacement of the homogeneous adjective with a preposition + noun combination (without jerks). It would be possible to offer a similar translation model for the adjective, then the combination would have turned out without a rollback. The word kickback has a clear negative connotation in the mind of the recipient, since one of its meanings is a bribe for lobbying someone's interests. Therefore, this option had to be abandoned, resulting in a descriptive translation.

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