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Islamova Tokhira Rikhsibayevna
Senior teacher in Uzbek and foreign languages department
Tashkent institute of Finance

COGNITIVE ASPECTS OF THE TRANSLATION OF ECONOMIC TERMS

Annotation: This article discusses economic terms and the problem of borrowing in modern linguistics

Key words: Economics, linguistics, English, Russian, world, term, characteristic

КОГНИТИВНЫЕ АСПЕКТЫ ПЕРЕВОДА ЭКОНОМИЧЕСКИХ УСЛОВИЙ

Аннотация: В данной статье рассматриваются экономические термины и проблема заимствования в современной лингвистике.

Ключевые слова: экономика, лингвистика, английский, русский, мир, термин, характеристика

The international exchange of scientific and technical information has especially grown in the last decade, and the modern language is at a new stage of its development in connection with an increase in the level of informational content of culture. Interest in language and its knowledge is constantly growing; the number of scientific and technical publications is growing so fast that it becomes incredibly difficult to handle the flow of scientific and technical literature. Translations and abstracts of foreign language literature are handled not only by specialized publishing houses, translation centers, professional translators of research institutes and industrial enterprises, but also by practitioners from various sectors of the national economy.

Currently, there is a constant mutual influence and interaction of universality, similarities of nations and their languages, on the one hand, and the uniqueness, originality of life of an individual people, each national language,

on the other. Terminological systems, interlinguistic in nature, also need to be considered from the perspective of wide interethnic communication. Extremely important in this case is the clearly dominant role of the English language in modern scientific communication, with the help of which the development of scientific and technical terminology takes place.

In modern linguistics, the solution of many cardinal problems of identifying the organization of terminological systems becomes possible due to the spread of the cognitive approach, which allows to involve the principles of perception of all objects, phenomena of the surrounding world in their interaction and relationships in the sphere of analysis. In this regard, in this study, the cognitive-functional approach to the study of the language, in particular, the pragmatics of the cognitive aspects of the translation process, is taken as the basis. The advantage of cognitive linguistics is that it seeks not so much to describe the material as to explain it.

Scientific and cognitive activity is carried out in a determining system of cognitive coordinates, which, in turn, are determined by the corresponding styles of thinking, "paradigms", "themes", "pictures of the world." In this regard, modeling the term system on cognitive grounds makes it possible to understand the underlying mechanisms of its organization, especially in the translation process.

One of the grounds for the classification of terminology is particularly relevant to translation problems is the criterion of unambiguity and ambiguity, one-translate and different-translatability.

So, in the study of economic terms - different translations and single translations with unambiguity and ambiguity, the basis of which we take the connection of the semantic structure with the conceptual. Variability with unambiguity is the presence of two or more doublets of an economic term with a single meaning. Sources of duplication can be: tracing (the formation of a word or expression by literal translation of a foreign word or expression), borrowing (use of foreign

words), metaphorization (figurative convergence of words based on their figurative meaning).

The choice of translation option is closely related to the need to divide economic terms into three groups:

- 1) highly specialized economic texts;
- 2) economically popular texts;
- 3) economic texts.

When translating the first group - highly specialized economic texts written by specialists for the same specialists, one should operate with borrowings. This will give the text a special and scientific character.

When translating the second group - economically popular texts, the object of choice is to make tracing paper and metaphors to make such a text more accessible to the general reader.

And finally, when translating the third group - economic texts - the options should be combined depending on the situation in which the translator is located. In all cases, the translator is not free to choose a translation option.

When translating multiple-valued, diverse terms, the translator is also not free to choose a translation option. However, in this case, the translation process is further complicated by the fact that the term has several meanings within one terminological system (in our case, economic), several terminological systems, including economic, and may also have meanings belonging to non-terminological vocabulary.

In this case, in addition to the “terminological field”, context is necessary for the translation. The analysis revealed the following varieties of context:

- 1) narrow context - one sentence;
- 2) a wide context - two or more sentences. Within the context itself are contextual determinants. These qualifiers are as follows:

- 1) lexical-syntactic determinants;
- 2) morphological determinants;

3) determinants of a wide context.

Lexico-syntactic determinants are most often represented by a term or word as a definition. This definition can be either prepositive or postpositive. Less commonly, determinants of a sentence act as determinants, speaking with a definition expressed by a multi-valued, multi-translational term. Determinants can also be a verb-predicate, which is always closely connected with such members of the sentence as the subject, addition and others; members of a sentence that are homogeneous with a multi-valued differently translated term. They can either precede or follow after it, as they belong to economic terminology, they don't.

Morphological determinants help to determine the meaning of a multi-valued multi-translated term in conversion, a way of forming a word by changing its grammatical characteristics. We include articles, an infinitive indicator and prepositions to them. Usually morphological determinants act together with lexical-syntactic determinants. Such an interaction helps to more effectively determine the meaning of a multi-valued multi-translational term.

A wide context gradually prepares the translator to translate a multi-valued, multi-translated term, because one of its meanings will necessarily be connected with the general context from the point of view of meaning.

When translating ambiguous terms, only one terminological field is not enough, because, having gone beyond the limits of a particular terminology, the term loses its connection with it. To determine the desired value, a context is needed that would indicate that this value belongs to any particular terminological system or common vocabulary. As a rule, in this case it is impossible to limit oneself to one sentence, and it is necessary to cover several sentences and even the whole text.

Economic texts have a clear applied focus and can be used in the process of teaching students English. The results of the study, in our opinion, can be used

to train specialists in the field of economics, as well as translators and teachers working in this area of human activity.

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