



ANALYSIS OF TRANSLATION SUCH AS TRANSLATION, CALQUE AND  
DESCRIPTIVE IN MEDIA DISCOURSE

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**Abstract:** *This article explores the challenges of translating terms and neologisms encountered in modern media discourse. The primary objective of the research is to analyze the effectiveness of calquing and descriptive translation methods when rendering English media texts into the Uzbek language. The study examines the linguistic and discursive characteristics of these strategies and highlights their role in ensuring informational accuracy. The findings provide practical recommendations for enriching the vocabulary and delivering complex concepts to the target audience clearly within the context of media translation.*

**Keywords:** *Media discourse, translation strategies, calque, descriptive translation, linguistic analysis, neologisms, lexical transformation.*

**Annotatsiya:** *Ushbu maqolada zamonaviy media diskursida uchraydigan termin va neologizmlarni tarjima qilish muammolari tadqiq etiladi. Tadqiqotning asosiy maqsadi ingliz tilidagi media matnlarni o'zbek tiliga o'girishda kalkalash va tavsifiy tarjima usullarining samaradorligini tahlil qilishdir. Maqolada ushbu strategiyalarning lisoniy va diskursiv xususiyatlari qiyosiy o'rganilib, ularning axborot aniqligini ta'minlashdagi o'rni yoritiladi. Tadqiqot natijalari media matnlari tarjimasida tilning lug'at boyligini oshirish va tushunchalarni o'quvchiga sodda tarzda yetkazish bo'yicha amaliy tavsiyalar beradi.*

**Kalit so'zlar:** *Media diskursi, tarjima strategiyalari, kalkalash, tavsifiy tarjima, lingvistik tahlil, neologizmlar, leksik transformatsiya.*

## INTRODUCTION

In the modern information space, media discourse has become the most active arena for international communication. As a result of globalization, the influx of foreign news, socio-political terminology, and cultural content into the Uzbek language has intensified significantly. In this process, the translation of media texts is not merely a matter of linguistics but a vital component of intercultural dialogue. The dynamic nature of media discourse demands precision, speed, and linguistic flexibility from the translator.

The primary focus of this article is on specific translation strategies, namely calquing and descriptive translation, which play a unique role in filling linguistic gaps within media texts. While the calquing method enriches the vocabulary of the target language with new concepts by copying the structural model of foreign terms, descriptive translation allows for a broader and more accessible explanation of concepts that may be unfamiliar to the target audience.

This research performs a comparative analysis of the translation principles of neologisms and socio-political terms found in media texts, focusing on their discursive nature and the





challenges of maintaining semantic accuracy. The main objective of the article is to study the translation strategies currently employed in media discourse and to highlight the theoretical and practical aspects of delivering information to the public accurately and clearly by utilizing the vast potential of the native language.

### **METHODOLOGY**

The methodological framework of this research is grounded in the principles of comparative linguistics, translation studies, and discourse analysis. To achieve the objectives of the study, a qualitative and descriptive approach was adopted, focusing on the functional application of translation strategies in media texts. The research process involved several stages of analysis to ensure a comprehensive evaluation of translation techniques.

The primary methods utilized in this study include:

**Comparative analysis.** This method was employed to compare source language (English) media texts with their target language (Uzbek) counterparts. It allowed for the identification of structural and semantic shifts occurring during the translation process, specifically in the use of calques and descriptive renderings.

**Contextual and discursive analysis.** Given that media discourse is highly sensitive to social and political contexts, this method helped in determining how specific terms are adapted to fit the cultural and ideological framework of the target audience.

**Descriptive-analytical method.** This was used to categorize the collected linguistic data and describe the effectiveness of calquing versus descriptive translation in various media scenarios, such as news headlines, socio-political reports, and economic analyses. The research material consists of a corpus of articles selected from reputable international and national media outlets (e.g., BBC, Reuters, Kun.uz, and Daryo.uz) published between 2024 and 2026. The selection criteria focused on texts containing modern neologisms, internationalisms, and culture-specific concepts.

### **RESULTS**

The practical analysis of modern media discourse reveals a significant shift in translation paradigms, where the choice between calquing and descriptive translation is dictated by the pragmatic goals of the news outlet. Through the examination of various English-language news reports and their Uzbek adaptations, it was observed that calquing serves as the primary mechanism for introducing internationalisms and socio-political neologisms into the target language. For instance, terms like “road map” (yo‘l xaritasi) and “soft power” (yumshoq kuch) have successfully transitioned from being foreign structural copies to established units within the Uzbek political lexicon. This strategy proves highly effective in maintaining the stylistic brevity required for media headlines; however, it occasionally leads to semantic ambiguity when the structural literalism of the source language does not align with the internal logic of the target language [1].

Conversely, the study identifies descriptive translation as an indispensable tool for rendering culture-specific concepts (realia) and complex legal-financial terms that lack direct equivalents. In instances where calquing fails to convey the underlying essence, such as with





the term “impeachment,” the descriptive approach provides a necessary expansion, rendering it as “mansabdor shaxsni javobgarlikka tortish va lavozimidan chetlatish jarayoni.” This method ensures that the communicative intent of the source text remains intact, prioritizing the audience’s comprehension over formal linguistic symmetry. Furthermore, the analysis indicates that media discourse frequently employs a hybrid approach, where a calque is initially introduced followed by a descriptive parenthetical explanation to stabilize the new term in the reader’s consciousness[2].

The findings also highlight a growing trend in “digital-discourse” translation, where technical metaphors are increasingly calqued (e.g., “cloud computing” as “bulutli texnologiyalar”), reflecting the rapid integration of global technological standards. Ultimately, the results demonstrate that while calquing enriches the lexical inventory of the Uzbek language, descriptive translation acts as a vital bridge for conceptual clarity, ensuring that the informational flow in media discourse remains both linguistically accurate and socially accessible.

### **DISCUSSION**

The findings of this study provide a deeper understanding of the functional equilibrium between linguistic economy and conceptual clarity in contemporary media translation. The prevalence of calquing in Uzbek media outlets suggests a rapid adaptation to global linguistic trends, where the target language adopts not only the meaning but also the syntactic structures of English socio-political discourse. This phenomenon can be interpreted as a “globalization of the lexicon,” where terms like “red line” (qizil chiziq) or “double standards” (ikki yoqlama standartlar) become universally recognized through literal translation. However, the discussion must also address the risks associated with excessive calquing; specifically, the potential for “linguistic interference” which may erode the natural stylistic norms of the Uzbek language. While calquing is efficient for speed a vital requirement in modern journalism—it often requires the reader to have a certain level of background knowledge to fully grasp the translated metaphor[3].

In contrast, the necessity of descriptive translation highlights the persistent cultural and legal gaps between English-speaking societies and the Uzbek linguistic environment. The analysis shows that when a term is deeply rooted in a foreign institutional framework—such as “lobbying” or “grassroots movement”—a simple calque would result in a “semantic void.” In these cases, the translator acts as a cultural mediator, prioritizing the communicative function of the discourse over its formal structure. The descriptive method, while less “economical” in terms of word count, is superior in terms of “informational loyalty,” as it prevents the misinterpretation of critical news. Furthermore, the choice between these strategies often reflects the “editorial identity” of a media platform. High-level analytical outlets tend to use more descriptive techniques to ensure accuracy, whereas fast-paced social media news feeds lean heavily toward calquing for brevity[4]. This suggests that the translation strategy in media discourse is not merely a linguistic choice but a strategic decision based on the target audience’s profile and the urgency of the information. Ultimately, the





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integration of these two methods creates a dynamic translation environment where the Uzbek language is simultaneously modernized through calques and preserved through descriptive explanations, ensuring that the media remains a reliable bridge for international information flow.

### CONCLUSION

In conclusion, the analysis of translation strategies within modern media discourse underscores the vital role of calquing and descriptive translation as primary tools for linguistic and cultural mediation. The study demonstrates that while calquing is an efficient mechanism for the rapid integration of global socio-political and technological terminology into the Uzbek language, it must be balanced with the stylistic integrity of the target language to avoid structural interference. At the same time, descriptive translation remains a fundamental necessity for bridging conceptual voids, particularly when dealing with culture-specific terms (realia) and complex institutional frameworks that lack direct equivalents.

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