



NEOLOGISMS IN THE ARTICLES OF FASHION JOURNALS IN TERMS OF TRANSLATION

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Abstract: This article is devoted to the aspect of neologism translation on the basis of fashion magazine articles. Fashion periodicals are of particular interest with regard to the translation of neologisms since they often act as a primary source introducing certain newly formed words or word-groups. In this paper we consider neologisms designating colors and translation methods of such kind of neologisms, and identify strategies and approaches to the translation to avoid translation mistakes that can lead to the misinterpretation of the source text.

Keywords. neologisms, fashion industry, translation, color, opinion journalism.

INTRODUCTION.

Neologisms, being an indicator of the development of a language, should be translated with minimal loss of meaning, at the same time, as close as possible to the culture of the target language. Journalistic publications of the fashion industry are of particular interest from the point of view of translation of neologisms, since they are often the primary source of the use of one or another newly formed word or phrase. Therefore, special attention should be paid to the translation of this type of neologisms.

Main part

In the modern world, among the leading languages of the world, the Uzbek language is also replenished with neologisms of the fashion industry almost daily, mainly by borrowing them from foreign languages, such as English, Italian, French, German, etc. This process has become the most active, since recently we have seen that periodicals of the fashion industry began to be issued much more often and in larger quantities than before. Also on television, one can constantly observe the creation of individual programs dedicated to fashion and style, which are very popular in the world. Such neologisms are most often the definition of a new part of a wardrobe, accessories, cosmetics, fashion paraphernalia, technology, etc. In addition, new stores and boutiques of trendy clothes are constantly opening in the cities of our country, which also helps to attract attention in this area.

In the process of globalization, the fashion industry has greatly strengthened and is actively developing over the past decades. The interaction of fashion figures - fashion designers, fashion forecasters, tailors, architects, stylists - requires knowledge of English as a means of international communication. Therefore, the study of the vocabulary of the fashion industry is necessary, a

special approach is required, since development is taking place at a very fast pace [1].

At this stage of terminology and lexicography, much remains unexplored. The formation of the dictionary of neologisms of the fashion industry as a separate sphere has been little studied; it is also necessary to study in more depth the features of the terms of this industry, their structure, origin, introduction to the language. Language is known to develop under the influence of social changes, such as economic, political, historical, cultural. Most of the terminological composition of the fashion industry is made up of terms borrowed from various, most often European, languages. [2].

Translation and understanding of magazines is a very complex, time-consuming process that requires from the translator not only excellent knowledge of the language, but also a broad outlook, understanding of the realities of today. This process is also very responsible, since the translator does not just translate words that are familiar to everyone, but introduces new ones into his language, and it depends on him how in the future people will call this or that subject. Insufficient attention is paid to the translation of fashion magazines, as a separate direction, the entry of new words into dictionaries is slowing down. But the situation is changing for the better with the advent of online dictionaries, as well as dictionaries of fashionable neologisms, where translators can enter neologisms at any time.

The analysis of the translation of the neologisms of the fashion industry is not easy to do also due to the lack of not only translations, but also etymological Uzbek-language dictionaries of neologisms in this area.

The world famous fashion magazines Vogue UK and Vogue USA were selected for the analysis. The magazine published information about modernity, social life, fashion, new products. High-

quality illustrations were one of the advantages. Vogue's language is unique, distinguished by its sophistication and style. It was through this magazine that many of the neologisms of the industry were first introduced into speech.

During the analysis, to identify the methods of translation and the reasons for the choice of a particular method by the translator, neologism words were divided into the following groups: related to fashion business; defining items of clothing, shoes, accessories; defining details of items of clothing, shoes, accessories; defining styles; defining colors; defining cosmetics items; names of people involved in the fashion business; author's neologisms from journal articles.

Some color names were translated by the method of Kalka – tracing, French word calque - "copy", or tracing, in linguistics - borrowing foreign words, expressions, phrases by literal translation of the corresponding linguistic unit, as well as the result of these borrowings: words, expressions and phrases.) [3], in some cases together with transcription and transliteration.

Carafe - Coffee: Medium intensity coffee shade with an amber undertone.

Hemlock - Hemlock: pastel light green with a grayish undertone, named after a coniferous evergreen.

Emerald - Emerald: rich precious shade of green.

Deep Lichen Green - Deep mossy green: a shade of green with a multicolor undertone (gray, mustard yellow, brown) similar to the color of a lichen.

Dazzling Blue - Dazzling blue: a deep rich azure blue hue.

Celosia Orange: A shade of orange with a coral undertone, named after the amaranth celosia flower that grows in Mexico and Asia.

Cayenne - Cayenne Pepper: Cayenne is a coral red shade with a subtle pastel undertone, named for hot cayenne pepper.

Mykonos Blue - Blue Mykonos: A muted blue-blue color named after one of the Greek islands. Translation methods: transcription, tracing.

Linden Green - Linden green: a pale shade of green with an admixture of yellow and grayish undertone.

Sand: A muted, medium-intensity shade with a light coffee-mustard undertone, reminiscent of slightly damp beach sand after a summer rain.

Radiant Orchid - Radiant Orchid: this shade is formed by a mixture of fuchsia, purple and pink. The Radiant Orchid combines warm and cool tones, so it suits almost all skin tones. Turbulence - Turbulence: a dark graphite gray shade that reproduces the tones of wet asphalt and cloudy autumn skies. Translation methods: transliteration, tracing. Violet Tulip - Purple tulip: a noble shade of lilac with undertones of lavender and gray pearls. Vivacious - Vivifying pink: a slightly muted bright pink-carmine shade with a subtle smoky undertone.

Chatoyant - Iridescent.

Berry-hued - Berry shade.

Following neologisms were translated using transcription / transliteration:

Samba - Samba: deep cherry red hue.

Paloma - Paloma: A light gray neutral shade reminiscent of the summer sky at dusk. The name translates as "pigeon" and is associated with the color of the plumage of this bird.

Koi - Koi: a bright orange color similar to that of the tropical Koi ornamental fish (Japanese for "brocade carp").

Acai - Akai: dark purple with smoky purple undertones.

All neologisms translated by means of transcription / transliteration were borrowed by English from other foreign languages. Also, there was only one version of the translation of neologisms by the method of direct inclusion: Smoked Purple -

This is a plum shade of lipstick, but most often in Russian this term is conveyed in this way.

CONCLUSION.

There are many ways to translate neologisms from English into other languages. A translator can trace the "internal form" of a neologism with great care and only in those cases when there is complete confidence in the adequacy of the translation received. At the same time, the analysis of a motivated "internal form" is, as a rule, an indispensable stage in the translation of such neologisms [5].

In conclusion, it should be noted that, analysis of the translation of neologisms in the fashion industry shows that the vocabulary of this area is very diverse. For convenience, we have divided neologisms into 8 categories. Analyzing a group of words that define colors, we found out that the most common method of translation is the onion paper method, when the translator retains the form of a phrase or word, a part of speech, and the order of words in a phrase

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