

LEXICAL CHANGES AN EXAMPLE OF DALE CARNEGIE'S "HOW TO WIN FRIENDS AND INFLUENCE PEOPLE"

Inog'omjonova Robiya Rustamjon qizi

Student of Tashkent State Transport University

ANNOTATION

It is during this article that lexical change, which is one of the changes that occur during the translation process, is discussed in detail during the analysis of Dale Carnegie's "How to win friends and influence people". Below are some examples of lexical change to better understand this type of change.

Keywords: lexic transformation, language, allusion, types of meaning transfer, translator, methodology.

INTRODUCTION

There are many languages in the world. In addition, the vocabulary of these languages is incomparable. Every nation had sultans of the word property in their time. In particular, in the Uzbek nation, our great ancestor Alisher Navoi, in the Russian nation, A.S. Pushkin, Shakespeare among the English people, Abdulla Tokai among the Tatars and others. When reading the works of these great people, it is impossible not to recognize how well they used words and that they had the art of finding artistic, attractive and colorful words. When translating the rare and rare works of foreign writers and poets, we must first know the meaning of the words they used and be able to perceive what they actually want to say through our hearts and minds.[1,2]

MATERIAL AND METHODS

As I mentioned above, let's talk with you about the translation of one of the most popular books in 1936 - the book of "How to win friends and influence people". "How to Win Friends and Influence People" is a 1936 self-help book written by Dale Carnegie. Over 30 million copies have been sold worldwide, making it one of the best-selling books of all time. Carnegie had been conducting business education courses in New York since 1912. In 1934, Leon Shimkin, of the publishing firm Simon & Schuster, took one of Carnegie's 14-week courses on

human relations and public speaking, and later persuaded Carnegie to let a stenographer take notes from the course to be revised for publication. The initial five thousand copies of the book sold exceptionally well, going through 17 editions in its first year alone.

In 1981, a revised edition containing updated language and anecdotes was released.[3] The revised edition reduced the number of sections from six to four, eliminating sections on effective business letters and improving marital satisfaction. In 2011, it was number 19 on Time's list of the 100 most influential books.

RESULTS

Lexical transformations change the semantic core of a translated word. They can be classified into the following groups: 1. **Lexical substitution**, or putting one word in place of another. It often results from the different semantic structures of the source language and target language words. Thus the word молодой is not always translated as young; rather, it depends on its word combinability: молодой картофель is equal to new potatoes. This translation equivalent is predetermined by the word combination it is used in. This type of translation can hardly be called substitution, since it is a regular equivalent for this phrase. 2. **Compensation** is a deliberate introduction of some additional element in the target text to make up for the loss of a similar element in the source text. The main reason for this transformation is a vocabulary lacuna in the target language. For example, one of the Galsworthy's characters was called a leopardess. But there is no one-word equivalent of the same stylistic coloring in Russian. Therefore, the translator compensated the word by using the word тигрица to characterize the lady. 3. **Metaphoric transformations** are based on transferring the meaning due to the similarity of notions. The target language can re-metaphorize a word or a phrase by using the same image (Don't dirty your hands with that money! – Не марай рук этими деньгами!) or a different one (Он вернет нам деньги, когда рак свистнет. – He will pay us our money back when hell freezes over). The source language metaphor can be destroyed if there is no similar idiom in the target language: Весна уже на пороге. – Spring is coming very soon. Or, on the contrary, the target text is metaphORIZED either to compensate a stylistically

marked word or phrase whose coloring was lost for some reason, or merely to express a source language lacuna: Он решил начать жить по-новому. – He decided to turn over a new life.[4,5]

DISCUSSION

Let us now turn our attention to the following lexic excerpts from the work: If you want to gather honey, don't kick over the beehive. In translation: Asal yig'ishni xoxlasang, Asalari uyasini buzma. Analysis: In this sentence, we can see translation of names. Namely, the title name has been translated here. For example: When translated into uzbek, the conjunction —Ifll was dropped. (If you want to gather honey , don't kick over the beehive .Part one .Page number:25). Moreover, The gunman who didn't smoke or drink – was at bay, trapped in his sweetheart's apartment on West End Avenue . In Uzbek : Chekmagan va ichmagan odam o'z mashuqasining uyida chorasiz holda qamalib qoldi. Analysis: Sweetheart is polysemous word. In this sentence, this word has a negative meaning .And also we can say it compound word. If we translate it one by one it means sweet- shirin heart- yurak. West end Avenue - a language unit that doesn't have lexical meaning . That is to say, No compatibility . It belongs to L.S.Barxudarov.(If you want to gather honey, don't kick over the beehive .Part one .Page number : 25). Furthermore, Police Commissioner E.P.Mulrooney declared that the two-gun desperado was one of the most dangerous criminals ever encountered in the history of New York . In translation: Malruni , bu kallakesar New York tarixidagi eng hafli jinoyatchi ekanligini ma'lum qildi . Analysis : Lexical transformation(Transliteration) - Mulrooney changes Malruni .New York is proper noun. (If you want to gather honey, don't kick over the beehive .Part one .Page number : 25). In addition : But how did “ Two gun” Crowley regard himself ? In translation:No.Biroq Krouli Qush To'pponcha ham o'zini shunaqa hisoblarmidi? Yo'q . Lexical transformation.Descriptive way of translation .This sentence also is rhetorical question sentence . (If you want to gather honey, don't kick over the beehivePart one .Page number :25). In addition: An author who once loomed large on the literary horizon of America . Uzbek version : Amerika adabiyotining ko'zga ko'ringan yozuvchisi. Analysis: Lexical transformation. In the process of translation it is observed that conjunctions are left untranslated .Descriptive way

of translation: ko'zga ko'ringan . (If you want to gather honey, don't kick over the beehive Part one Page nuber : 33). Additionally:I felt that the writer must be very big and busy and important . In translation: Maktub muallifi o'ta nufuzli va vaqti ziq kishi bo'lsa kerak deb o'yladim. Analysis : Polisemantic words. In this sentence polisemantic word is "big". This word is mainly used in the sense of big , huge but the tarnslator translated this word as influential. (If you want to gather honey, don't kick over the beehive Part one Page nuber : 33, 34). Furthermore:—Don't complain about the snow on your neighbor's roof,|| said Confucius, —when your own doorstep is unclean.|| Translation: ostonangiz tozalanmasdan turib, qo'shningiz tomida qor yotgandan shikoyat qilmang . Analysis : Phraseologism.. Here the translator translated the phrase word by word and could not describe the full meaning. It would be possible to use an alternative phrase. For example like that Avval o'zinga boq, keyin nog'ora qoq . (If you want to gather honey, don't kick over the beehive Part one Page number 33).

CONCLUSION

Based on the analysis, it is natural that changes occur during the translation of the text from one language to another. I think that the above examples give a sufficient understanding of this type of change.

References:

1. Dale Carnegie“How to win friends and influence people”1936
2. Achilov, Oybek Rustamovich, & Inog'Omjonova, Robiya Rustamjon Qizi (2023). THE ROLE OF LEXICAL TRANSFORMATION IN THE TRANSLATION PROCESS. Oriental renaissance: Innovative, educational, natural and social sciences, 3 (4), 288-294.
3. Rustamovich, A. O. (2023). TARJIMADAGI MUAMMOLAR. INNOVATION IN THE MODERN EDUCATION SYSTEM, 3(27), 187-193.
4. Achilov, O. (2023). ANATOMY OF LANGUAGE AND THEORETICAL ASSUMPTIONS OF COGNITIVE SCIENCE, COMPARATIVE ANALYZES. Журнал иностранных языков и лингвистики, 5(5). извлечено от <https://fll.jdpu.uz/index.php/fll/article/view/7983>

5. Achilov, O. (2023). TARJIMA JARAYONIDAGI O'ZGARISHLAR VA ULARNING TURLARI. Журнал иностранных языков и лингвистики, 5(5).
извлечено от <https://phys-tech.jdpu.uz/index.php/fll/article/view/7977>.