

PAPER

THE IMPORTANCE OF TRANSLATION NORMS IN THE PROCESS OF LITERARY TRANSLATION

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Abstract

In this article, the significance of translation norms in the process of translation, especially, literary translation is discussed and the types of translation norms are given with some examples. From the point of different views, we can say that literary translation is somehow more difficult type of translation by owning its special rules and norms. A professional translator can overcome any difficulties by respecting such kind of rules and norms and finally one of the perfect works can be created. In this article, translation norms are defined with the examples of the translations of Dan Brown's works.

Key words: translation, literary translation, translation norms, equivalence, stylistic norm, pragmatic norm, traditional norm.

Introduction

It is known that any translation is a creative work to a certain extent. The translation of literary works is an art which requires a special approach, skill and artistry. In our opinion, when translating a literary text, first of all, its cultural relevance to the national literature of a particular culture should be based. A literary text has an aesthetic, emotional, highly meaningful, symbolic, instructive, figurative significance in culture, reflecting the national character, mentality and worldview of a particular people in the space of the artistic and literary

heritage of a particular culture. This is justified by the head of Translation Studies in Uzbekistan, Gaybulla Salomov: "The essence of the translation process is to find alternative means in another language to preserve the unity and integrity of the form and content reflected in the original. In addition, choosing the most alternative and suitable option among the several available options for presenting the content of the original in another language is also one of the main requirements of adequate translation. This requires literary skill from the translator.

Such a translation is considered as a work of art".

Compiled on: February 17, 2026.

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To ensure high quality of translation, the translator must be able to compare the translated text with the original, evaluate and classify possible errors, and make necessary corrections. If the translator must fulfill certain requirements, then the assessment of the results of his work is determined by how fully and successfully he fulfills these requirements. The set of requirements for the quality of translation is called the translation norm.

Literature review and methodology

The notion of 'norms' in reference to translation is considered to have been first introduced by the Israeli scholar Gideon Toury in the late 1970s. This term refers to regularities of translation behavior within a specific sociocultural situation. In Gideon Toury's framework, translation norms are generally classified into two main types: 1. Preliminary (Initial) Norms – These norms guide the translator's overall approach before starting the translation. 2. Operational (Practical) Norms – These norms govern the actual choices during translation, sentence by sentence or word by word. They include: linguistic norms (grammar, syntax, style), textual norms (organization, paragraphing), rhetorical or stylistic norms (register, tone, formality).

V. Komissarov described translation norms from a linguistic point of view. He classified the norms into translation equivalence norms, genre and style norms, language norms, pragmatic norms, and conventional norms. Translation equivalence norms require as nearly as possible a common sense of the source and target text. The results of the translation process, that is, the quality of the translation, are determined by the degree of semantic proximity of the translation to the original, the genre and stylistic affiliation of the original and translated texts, and pragmatic factors influencing the choice of translation option. Thus, the translation norm is formed as a result of the interaction of five types of normative requirements:

1. **The norm of translation equivalence** or the maximum identification of all levels of the content of the source text (ST) and the translated text (TT). Equivalent texts in two languages do not necessarily consist of semantically identical signs and grammatical structures and equivalence should

not be confused with identity.

For example, the great American scientist, translation expert and linguist Eugene Nida, when talking about equivalence in translation, finds difference between relative (formal) and dynamic equivalences. In relative equivalence, each word is always translated with its corresponding word, while the parts of speech and speech units in the original language are preserved in the target language without being changed. Deviations from the original version are explained. In dynamic equivalence, the lexicon and grammar are adapted, and efforts are made to make the text understandable to the reader. The meaning of alternatives often depends on the context, but it is also important to refer to a dictionary. In translation, approximate translation of word meanings is not allowed. The translator must know the word and its meanings well or find them in a dictionary. As we noted above, finding an equivalent that partially corresponds to the word in the original often creates a problem in translation. Such words are usually polysemantic which have multiple meanings.

2. **Genre-stylistic norm of translation.** V.N. Komissarov defines the genre-style norm of translation as the dominant function of translation, the requirement that the translation correspond to the type of the corresponding text. When replacing stylistic devices in the text with appropriate variants in the target language, a number of normative rules are observed. Genre and stylistic norms largely determine both the necessary level of equivalence and the dominant function, the provision of the main task of the translator and the main criterion for assessing the quality of his work.

3. **Norm of translation speech.** The translated text is a speech work in the target language, and the norms and rules of application of this language are mandatory for it. However, these rules are not the same for all cases of language activity. They differ both in different functional styles and in the diversity of the general literary language. Colloquial speech (informal communication) and the language of fiction are distinguished. In linguistic literature, the opinion is expressed that the language of science also constitutes a separate type of language.

4. **Pragmatic norm of translation.** The pragmatic norm of translation can be defined as the

requirement to ensure the pragmatic value of translation. This is not a "norm" in the full sense of the word, since the pragmatic super-task of the translation act can be individual and not specific to translation at all. However, changing the results of the translation process for pragmatic purposes is a very common phenomenon, and it is impossible to normatively assess translations without taking it into account. 5. Traditional norm of translation. Currently, the traditional norm of translation can be defined as the requirement for the maximum closeness of the translation to the original, its ability to completely replace the original, both in general and in detail, while fulfilling the tasks for which the translation was performed.

Results and discussion

Let us give some examples from famous American writer Dan Brown's works to clarify the types of translation norms: "He was broad and tall with ghost-pale skin and thinning white hair. His irises were pink with dark red pupils". The given example was taken from the work "The Da Vinci Code" and translated into Uzbek in such way: "U baland bo'yli, yelkalari keng. Hoynahoy, albinism kasalligiga yo'liqqan bo'lsa kerak, terisi o'liknikiday ko'kimtir, ko'zlarining oqi pushti, qorachilari tahdid soluvchi qora-qizil rangda, sochiga esa oq oralagan edi". Here we can see absolute equivalence with extra information. Even the translator gave definition for the name of the illness.

Another example taken from the work "Angels and Demons": "Modern miracles belong to science...computers, vaccines, space stations...even the divine miracle of creation. Who needs God? No! Science is God!". Uzbek translation of these sentences: Zamonaviy mo'jizalar ilm-fanga tegishli...kompyuterlar, vaksinalar, kosmik stansiyalar...hatto yaratilishning ilohiy mo'jizasi. E'tiqod kinga kerak? Yo'q! Ilm – E'tiqoddir!". From this we can easily find out one of the stylistic device "metaphor". "Science is God" is professionally translated as "Ilm – E'tiqod" in order to adapt the message by taking culture into account. That is why in Islam religion "God" is unique without any repetition, it is impossible to resemble it to anything at all. In this condition the translator

coped with one of the difficulties in translation with the help of translation norms.

Conclusion

Norms in translation are necessary to understand the context as well as transfer the meaning to the reader completely. According to the scientists, translation norms can help to gain adequacy in translation process. Additionally, the English – Uzbek examples given in this article have illustrated the lexical, syntactic, and pragmatic functions of translation standards. These standards regulate the translators' ethical and social obligations in addition to their textual decisions. Future studies should keep examining how norms change over time, between cultures, and throughout genres, as well as how translators actually deal with these standards.

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