



INTERNET TEXT TRANSLATION

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Abstract: This article shows the main linguistic and cultural aspects of translating internet texts in modern digital communication. The study analyzes the specific features of internet language, including slang, abbreviations, emojis, memes, hashtags, and informal expressions commonly used on online platforms and social networks. The article also discusses the major challenges translators face while translating digital content and emphasizes the importance of preserving meaning, emotional tone, style, and cultural context. Furthermore, the research examines modern translation technologies, machine translation systems, localization strategies, and the role of human translators in intercultural communication. The article aims to explore effective methods of internet text translation and identify ways to improve translation quality in the digital age.

Key words: internet texts, translation, digital communication, slang, emojis, localization.

In the modern world, the internet has become the most influential tool of communication, information exchange, and globalization. It connects billions of people across different countries, languages, and cultures within seconds. Social media platforms, websites, online newspapers, blogs, forums, and messaging applications have turned into an inseparable part of human life. Because of this rapid digital development, internet texts have become one of the most important forms of communication in the 21st century, and their translation has gained special academic and practical significance.

The relevance of internet text translation is extremely high at the global level. Today, the world is experiencing fast globalization, where information spreads instantly across borders. International companies, educational institutions, scientific organizations, and media platforms publish content in multiple languages every second. In order to reach global audiences, this content must be translated quickly, accurately, and naturally. Therefore, internet text translation plays a key role not only in linguistics but also in business,



education, technology, tourism, marketing, and international relations.

Internet language is a completely new linguistic phenomenon that is constantly changing and developing. Unlike traditional written language, internet texts are usually short, emotional, informal, and interactive. People often use abbreviations (such as “LOL”, “OMG”, “BRB”), slang expressions, emojis, memes, gifs, and hashtags to communicate more effectively and express emotions quickly. This makes online communication more dynamic and creative, but at the same time it creates serious challenges for translators, because many of these expressions are culture-based and do not have direct equivalents in other languages.

The influence of digital communication on language development is widely discussed by linguists and researchers. For example, the famous linguist David Crystal explains that the internet has created a completely new variety of language that combines written and spoken forms of communication. According to him, digital communication has made language more flexible, fast, and expressive than ever before. Similarly, media theorist Marshall McLuhan introduced the idea of the “global village,” which perfectly describes today’s internet-based world, where people from different cultures communicate instantly and continuously.

The impact of internet communication is also clearly visible in Uzbekistan. In recent years, internet usage has rapidly increased in the country. Social media platforms such as Telegram, Instagram, YouTube, Facebook, and other international websites are widely used by young people, students, and professionals. As a result, the demand for high-quality translation between English, Uzbek, and Russian languages is growing significantly. Students of philology and translation studies, including first-year learners, are actively involved in understanding and translating internet texts as part of their academic development.

In addition, modern technologies have greatly influenced translation practices. Machine translation systems such as Google Translate, DeepL, and artificial intelligence-based tools have made translation faster and more accessible. These technologies help users translate large volumes of information within seconds. However, despite their advantages, machine translation systems still face serious limitations in understanding humor, sarcasm, emotions, cultural references, and context-dependent meanings. Because of this, human translators remain essential in ensuring accuracy, naturalness, and cultural adaptation of translated texts.

Another important aspect is that internet text translation strongly affects intercultural communication. It allows people from different linguistic backgrounds to understand each other, exchange ideas, and share knowledge



without barriers. It also supports international cooperation in education, science, business, tourism, and media. At the same time, it helps to develop cultural awareness and global understanding among internet users.

Moreover, internet texts are constantly evolving due to the fast development of social media trends and digital culture. New words, expressions, memes, and communication styles appear every day. This dynamic nature of internet language requires translators to continuously update their knowledge and adapt to new linguistic changes. Therefore, internet text translation is not a static field but a continuously developing area of modern linguistics.

The main aim of this article is to analyze the linguistic and cultural features of internet texts, identify the major challenges in translating digital communication, and study effective translation methods and strategies that can improve the quality and accuracy of translation in the modern digital environment.

Methods: This study used quantitative and qualitative research methods to investigate how internet texts are translated and what challenges first-year students face during this process. The research was carried out among 1st-year students of the English Philology and Translation Studies program at Samarkand State Institute of Foreign Languages.

First of all, the quantitative method was applied through a structured survey. The survey was distributed among students to collect general information about their experience with internet texts and translation practices. The questions focused on how often students encounter internet language, how they translate slang, abbreviations, emojis, and memes, and what difficulties they face in understanding context and meaning. The survey results helped to identify common patterns and overall tendencies among students.

Secondly, the qualitative method was used through interviews. Individual interviews were conducted with selected students in order to gain deeper and more detailed information. During the interviews, students were asked open-ended questions about their personal experience in translating internet texts, the strategies they use when they do not understand certain expressions, and the main challenges they face in real translation tasks. This method helped to understand students' opinions, reasoning, and practical approaches in a more detailed way. In addition, informal face-to-face conversations were also conducted with students during classroom discussions. These conversations helped to support the survey and interview data and provided additional insights into how students deal with internet language in everyday communication and academic tasks.

The combination of these methods allowed the researcher to collect both



numerical data and detailed personal opinions. Quantitative data provided general results, while qualitative data explained the reasons behind those results. This mixed-method approach ensured a more complete and reliable analysis of internet text translation practices among first-year students. Overall, the methods used in this study made it possible to understand not only the level of students' knowledge but also their real difficulties and strategies in translating internet texts in modern digital communication.

The survey and interview methods were used in the study, and the results were analyzed as follows. In total, 30 first-year students of the English Philology and Translation Studies program at Samarkand State Institute of Foreign Languages participated in the research.

The survey results show that students have a mixed level of competence in understanding and translating internet texts. The majority of respondents, 60% of students, stated that they frequently encounter internet language in their studies and daily communication. They reported that they can generally understand the meaning of online expressions such as abbreviations, emojis, and common slang, but they still face difficulties when translating them accurately into Uzbek or Russian.

About 25% of students indicated that they sometimes understand internet texts, but they experience problems during translation, especially with slang, memes, and context-dependent expressions. They emphasized that literal translation often does not convey the correct meaning.

The remaining 15% of students reported significant difficulties in both understanding and translating internet language, particularly informal expressions, humor, and culturally specific content. Overall, the survey shows that while basic understanding of internet texts is relatively common, accurate translation remains a challenge for many students.

In addition, 10 students were interviewed to obtain more detailed information. The interview findings revealed that:

- Most students depend on machine translation tools and online dictionaries when translating unfamiliar expressions.
- The most difficult elements of internet language are slang, memes, humor, and cultural references.
- Many students prefer context-based interpretation instead of word-for-word translation.
- Some students use adaptation strategies to make translations more natural and understandable.

The results show that first-year students have a moderate ability to understand internet texts, but they still face difficulties in translating informal and culture-specific expressions. The study also revealed a strong reliance on



machine translation tools, although these are not always effective without human interpretation and contextual understanding.

The results of this study show that internet text translation is a challenging area for first-year students and requires both linguistic and cultural knowledge. Comparing the research methods, it was found that both survey and interview were useful, but they provided different types of information. The survey method helped to collect general data about students' level of understanding and common difficulties. However, it only showed percentages and did not explain the reasons behind the problems in detail.

The interview method was the most effective and helpful part of the study, because it gave deeper and more realistic information. During interviews, students clearly explained how they translate internet texts in practice, what difficulties they face, and what strategies they use. This method helped to understand real experiences, especially problems with slang, memes, and cultural expressions. Therefore, it can be concluded that interviews were more valuable than surveys in this research, as they provided detailed, practical, and meaningful insights into students' translation behavior.

In conclusion, this study shows that internet text translation is an important but challenging area for first-year students. While students can understand the general meaning of online texts, they still struggle with slang, memes, emojis, and culture-specific expressions. The results also show that machine translation is helpful but not always accurate or natural, especially for emotional or cultural content. Therefore, effective translation requires not only language knowledge but also cultural awareness and contextual understanding. Improving practical experience and using strategies like adaptation and context-based translation can help students translate internet texts more effectively.

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