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 Research Article

## Translation Techniques for Rendering User Manual of Household Appliances: Blender

Submission Date: March 17, 2025, Accepted Date: April 13, 2025,

Published Date: May 15, 2025

Crossref doi: <https://doi.org/10.37547/ijasr-05-05-04>

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### ABSTRACT

The process of translating technical texts facilitates communication between different languages and cultures. When translating technical texts, such as instruction manuals for household appliances, into Uzbek, the application of compensation, grammatical, and lexical transformations is of crucial importance. This article analyzes the significance and methods of applying translation transformations in the process of translating «Blender» household appliance instructions from English to Uzbek.

### KEYWORDS

Blender, manual, compensation method, lexical transformation, transcription, transliteration, grammatical transformation, antonymic translation, target language.

### INTRODUCTION

Blender as a household appliance is an essential tool that assist us in our daily lives. A proper understanding of their functions, operating methods, and maintenance principles enables users to maximize the product's utility. However, the correct and precise translation of these

characteristics is not always easily accomplished. The challenges that arise during the translation process depend not only on the complexity of the language but also on the specificity of technical terms, cultural differences, and the perceptions of the target audience. In this article, we will discuss

translation transformation that improve the translating process of the instruction manual for Blender household appliances and explore ways to address them.

### Literatures analysis

The etymology of the name “blender” is traced back to Scandinavia and its verb form was blend (blendin) with the meaning of mixing together. Due to blend-, base of the pres. indic. of Icel. blanda (Swed. blanda, Dan. Blande), to blend; cognate with A.S. and Goth [1]. The word “blender” is formed by adding the suffix “er” to the root “blend.”

The history of blender household appliances dates back to 1922. The modern kitchen blender was invented by American inventor Stephen Poplawski, who patented a device for mixing beverages by installing a rotating blade at the bottom of a container. This appliance is known as a blender in the United States and as a liquidizer in Great Britain. The device was designed for preparing carbonated beverages. L.H. Hamilton, Chester Beach, and Fred Osious founded the Hamilton Beach Manufacturing Company in 1910. The company became famous for its kitchen appliances and developed the Poplawski design [2].

When translating household appliance instructions, it is essential to fully understand the concept of equivalence in translation theory. In his book “Лингвистика перевода” V.N. Komissarov expresses valuable thoughts about equivalence, which is the main condition of translation, and its levels [3]. Due to the fact that the full correspondence of content between the original and the translation is a primary necessity, many

researchers consider equivalence to be the main feature and condition of translation. The resulting conclusion is that equivalence corresponds to the definition given to translation, such as “replacing a text in one language with a text of the same level in another language [4].”

### METHODOLOGY

This article presents a comparative analysis of the challenges encountered during the translation of a Blender household appliance manual. In the translation process, efforts were made to achieve an accurate and appropriate rendering of the text, primarily through the use of lexical transformations. It is essential for translators to be familiar with technical dictionaries and to study the theory of finding suitable word alternatives based on context. Additionally, this article examines and discusses types of translation transformations which were used to translate manual of blender household appliance properly.

### RESULTS AND DISCUSSION

During the process of translating the instruction manual for a blender household appliance, we encountered several challenges. To achieve an effective translation, we utilized various lexical and grammatical transformation methods. One of the most common methods is compensation which is used to make up for elements or effects lost during the translation process by recreating them elsewhere in the target text in a different but similar way.

Hervey and Higgins (1992) distinguish four categories of compensation. They are: compensation in kind, where different linguistic devices are employed in the target text in order to re-create an effect in the source text; compensation in place, where the affect in the target text is at a different place from that in the source; compensation by merging, where source text features are condensed in the target text; and compensation by splitting, where the meaning of a source text word has to be expanded into a longer stretch of the target text [5]. We use the fourth category while translating the usage section of “Blender” manual.

Compensation by splitting was necessary when translating the text “Before plugging in, ensure Switch is off” into Uzbek. We observed that even if the word “Switch” was omitted in the translation, the meaning remained clear and fluent. It was translated into Uzbek as: “Elektr tarmog’iga ulashdan oldin, o’chirilganligiga ishonch hosil qiling.” Additionally, the compensation method was also employed during the next translation process. The English phrase “How to use” was translated into Uzbek as “qanday foydalanish kerak,” adding a new word which means “need” through the compensation method.

**Lexical transformation** refers to the process of changing the vocabulary and word choices used in the source text to better fit the target language. Lexical transformations describe formal and semantic relations. This group contains transliteration, transcription, loan translation and lexico-semantic transformations such as concretization, generalization and modulation [6].

In the “Important safeguards” section, the phrase “Do not immerse the stand in water” was translated into Uzbek using the transcription process of lexical transformation for the word “stand,” resulting in: “Stendni suvga botirmang.” Transliteration process is also needed to translate technical texts or instructions of household appliances. In Translation Studies, transliteration is generally seen as a procedure to convert a word from one script to another. P. Newmark (1988) proposes several translation procedures.

Transliteration, which is included in one of the translation procedures, transference, is the conversion of words from one writing system into another. Newmark also uses transliteration for conversion of words from one writing system into another [7]. In the «Caution» section of the Blender household appliance manual, it states “Do not let ingredients exceed 1400ml.” We translated this sentence using the word “ingredients”, knowing that we could have used either “mahsulotlar” or “ingradientlar” through transliteration. Both translations would be understandable to the reader. We translated it into Uzbek as “Ingradientlar 1400mldan oshmasligi kerak.”

One of the most common transformation type is grammatical transformation. Grammatical transformations allow translators to adapt these rules from the source language to fit the natural flow of the target language. This might involve altering sentence structure, verb forms, or agreement to maintain the syntactic integrity of the translated text. The primary goal of grammatical transformations is to preserve the meaning of original text while making adjustments for

grammar and style [8]. It has different types and ways and antonymic translation is one of them to be used in translation process.

**Antonymic translation** involves substituting a word or phrase with its opposite, while also altering the surrounding context to preserve the overall meaning of the original text. This approach is less common but highly affective in situations where a direct or synonymic translation would result in awkward phrasing or loss of nuance. The most important features of antonymic translation are contextual adjustment, emphasis on meaning over form and idiomatic expression [9]. In the Kitchen Mill section, we used antonymic translation for the text “Operate the Mill until the ingredients are ground to the desirable degree.”

We rendered it in Uzbek as “Ingredientlar kerakli darajada maydalanmaguncha Maydalagichni ishlatilg.” In this section, when translating the subject-predicate structure from English to Uzbek, the positive form in English is rendered using the antonym of the grammatical structure in a negative form, specifically using the construction “maydalanmaguncha” in Uzbek. We observed that the main text provided in this appliance manual has its alternative translation in an easy and understandable manner.

## CONCLUSION

During the process of translating certain sections of the blender appliance manual, we observed frequent occurrences of the aforementioned compensation, lexical, and grammatical transformations. Through this process, we

endeavored to transfer the original text into Uzbek in the technical field, maintaining maximum clarity and accuracy. The use of transformations in translation not only enhances the quality of the translated material but also aids readers in better understanding the intricacies of the appliance. This approach helps to convey the subtle aspects of the technology more effectively to those who will be reading the instructions.

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