

**SIMON SINEKNING QALAMIGA MANSUB “ START WITH WHY” ASARINI
INGLIZ TILIDAN O‘ZBEK TILIGA TARJIMA QILISH JARAYONIDA SEMANTIK
VA LEKSIKOLOGIK MUAMMOLAR TAHLILI**

Muxiddinova Arofat

*Termiz davlat universiteti tarjima nazariyasi va amaliyoti yo‘nalishi talabasi
muxiddinovaarofat50@gmail.com*

Ramazonov Shohruh Nusratillo o‘g‘li

*Termiz davlat universiteti o‘qituvchisi
shakhrookhramazanov@gmail.com*

Annotatsiya: Mazkur maqola Simon Sinekning “ Start with why” asari bo‘lib, ingliz tilidan o‘zbek tiliga tarjima qilish jarayonida semantic va morfologik transformatsiyalarga uchragani sababli kitobxonga tushunarli b‘lishi uchun ushbu omillar hisobga olinib tahlil qilindi. Ushbu o‘zgarishlar aniqlovchi va to‘ldiruvchi ergashgan qo‘shma gaplar tufayli yuzaga kelgani uchun ikki til muqobilligiga erishildi.

Kalit so‘zlar: leksikologiy, morfologiya, transformatsiya, leksikologik, va morfologik transformatsiya, nomuqobillik, tarjima tili, transliteratsiya, transkripsiya.

**ANALYSIS OF SEMANTIC AND MORPHOLOGICAL PROBLEMS IN
TRANSLATING “ STARTA WITH WHY” BY SIMON SINEK FROM ENGLISH TO
UZBEK**


Abstract: In this article, the work “Start with why” by Simon Sinek, which underwent semantic and morphological transformations in the process of translation from English to Uzbek. So these factors were analyzed in order make it underclear to the reader. Because these changes were caused by the determining and complementing clause, the alternative of the two languages was achieved. The article carries out a syntactic analysis, giving an example from the work.

Keywords: lexicology, morphology, transformation, lexical and morphological transformation, incompatibility, target language, transliteration, transcription.

INTRODUCTION

Simon Oliver Sinek (born 1973 or 1974) is an English-born American author and inspirational speaker on business leadership. His books include Start with Why (2009) and The Infinite Game(2019).





Sinek began his career at the New York ad agencies Euro RSCG and Ogilvy & Mather, then launched his own business, Sinek Partners.

As a motivational speaker, Sinek has spoken at the UN Global Compact Leaders Summit in 2016, and at TEDx conferences several times, beginning in 2009. His 2010 "How Great Leaders Inspire Action", arising out of his first book, *Start with Why*, is one of the most-viewed TED talks,[and his following book, *Leaders Eat Last*, appeared on the bestseller lists of the Wall Street Journal and The New York Times.

In June 2018, The Young Turks reported a \$98,000 no-bid contract from U.S. Immigration and Customs Enforcement for leadership training by Sinek. provided by Ernst & Young. Sinek has also been an instructor of strategic communications at Columbia University, and an adjunct staff member of the RAND Corporation.

LITERATURE REVIEW AND RESEARCH METHODOLOGY

Compare different literature, using contrastive, descriptive, stylistic and interpretation analysis of linguistic terms during the research for the article. Just like our trusty drug addict, whose behavior is reinforced by how good the short-term high feels, the temptation to make the qualifications of the rebate more obscure or cumbersome so as to reduce the number of qualified applicants can be overwhelming for some.

RESULTS

This article analyzed the problems encountered in translation into the translated language using the lexical, morphological, syntactic transformations given in the work taken as the object of translation.

Discussion


Like our trusty drug addict, whose behavior is reinforced by short-term emotional highs, the temptation to make the qualification for a discount more vague or onerous in order to reduce the number of qualified applicants can be overwhelming for some.

"Addict to" means to become addicted to something. But this in the sentence, it was replaced by the word drug addict.

In the early 2000s, the company offered rebates up to \$150 on a variety of electronic products, stipulating in the fine print that the rebate was limited to one per address—a requirement that would have sounded reasonable enough to anyone at the time.

In the early 2000s, the company for various electronic products





Offered rebates of up to \$150, when there was a reasonable requirement that the rebate was limited to one product per applicant.

"a requirement that would have sounded reasonable enough to anyone at the time" is formed as a determining sentence for the second part of the whole sentence.

"Have sounded" is changed to " have sounded" than " have sounded".

Asking people why they chose you over another may provide wonderful evidence of how they have rationalized the decision, but it does not shed much light on the true motivation for the decision, it's not that people don't know, it's that they have trouble explaining why they do what they do, decision-making and the ability to explain those decisions exist in different parts of the brain.

This long and complex sentence is divided into 2 parts.

The first is - Asking people why they chose you over another may provide wonderful evidence of how they have rationalized the decision, but it does not shed much light on the true motivation for the decision how they have rationalized the decision, but it does not shed much light on the true motivation for the decision.

The second is - it's that they have trouble explaining why they do what they do, decision-making and the ability to explain those decisions exist in different parts of the brain.

Your mind is on overload because you're over-thinking the decision.

The word overload is noun. But in the translation it is replaced to verb as a "being unconscious".

Perhaps it is a subtle clue our language-impaired limbic brain is sending us to help us see that works the art of leading is about following your heart.

The word "art of leading."

Perhaps it's a subtle cue that serves to help our language-impaired limbic brain see that the skill of moving forward is to listen to your heart. This book is about a naturally occurring pattern, a way of thinking, acting and communicating that gives some leaders the ability to inspire those around them.

The word " occurring pattern" is changed with naturally gifted . if we translate it as its meaning, pattern would be 'sample' and occurring ' happened'.

Real innovation changes the course of industries or even society.

The verb ' change' is related to industry and also, society. So it will be ' real innovation changes the course of industry and also, changes the society.





REFERENCE

1. Dilshodbek Davronbek O'G'Li Qodirov (2022). Og'zaki tarjimada duch keladigan muammolar va ularga qoyiladigan talablar. Science and Education, 3 (5), 1961-1965.
2. . Solijonov Juraali Kamoljnovich. (2022). Lingua-perspective Problems and Solutions of Translating the Plant and Food Names in the "Harry Potter" books from English into Uzbek. ASEAN Journal on Science & Technology for Development, Vol 39(No 4.), 221–229. doi: 10.5281/zenodo.6607317 <https://doi.org/10.5281/zenodo.6607317>.
3. 1) ALIBOYEVA, NIGINA ALISHER QIZI. "APPROACHES TO THE ANALYSIS OF LITERARY TEXT TRANSLATION IN MODERN TRANSLATION STUDIES." THEORETICAL & APPLIED SCIENCE Учредители: Теоретическая и прикладная наука 7 (2022): 140-144.
4. Aliboyeva, Nigina Alisher Qizi. "The direct translation of roald dahl's novel "matilda" into Uzbek language." Asian Journal of Research in Social Sciences and Humanities 12.9 (2022): 77-80.
5. Aliboyeva, Nigina. "SELECTION OF SPECIAL TRANSLATION METHODS FOR ADEQUATE INTERPRETATION OF CHILDREN'S LITERATURE." Scientific Collection «InterConf» 120 (2022): 121-124.
6. Aliboyeva, Nigina Alisher Qizi. "LITERARY TRANSLATION OF CHILDREN'S LITERATURE." CURRENT RESEARCH JOURNAL OF PHILOLOGICAL SCIENCES 4.07 (2023): 21-25.
7. ALIBOYEVA, NIGINA ALISHEROVNA. "CHILDREN'S FICTION IS ONE OF THE MOST IMPORTANT FACTORS IN THE FORMATION OF A CHILD AS A PERSONALITY." АКТУАЛЬНЫЕ НАУЧНЫЕ ИССЛЕДОВАНИЯ В СОВРЕМЕННОМ МИРЕ Учредители: Общественная организация" Институт социальной трансформации": 28-30.

