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**COGNITIVE STRATEGIES IN THE TRANSLATION PROCESS**

The cognitive direction, which is quite relevant in the era of globalization, integration of cultural and scientific spheres of knowledge, as you know, radically changed the idea about the linguistic task, set new questions and formed a new view on the nature of the linguistic sign. Within the cognitive approach, the human factor in cognitive and speech thinking processes, individual knowledge of individual participant in communication, his everyday conscious and unconscious experiences of the surrounding world, its role in shaping the meaning of the statement and the meanings of individual language units.[1, p 34]

The study of cognitive processes inlinguistic science inevitably touched andmodern translation studies. Thus, in the process of searching for adequate translation solutionsthe opportunity to speak not only aboutdegree of equivalence compared intwo languages of units, but also about the coincidence, non-coincidence, overlap, as well as about the mutual penetration and mutual influence of conceptualareas behind them. Understanding thatthat language is a means of transmitting thoughts, accumulated knowledge of both verbal and non-verbal nature, led to the study of ways of organizing and interacting differenttypes of knowledge in different linguistic cultures.

Translation as a recreation of a certaincognitive model implies not onlyunderstanding and transmission of the content plan, butadequate interpretation of the communicative intention of the author, comprehension and evaluationauthor's intention. The professional competence of a translator in this case is understood as an integrative characteristic of a specialist’s personality, including linguistic, sociocultural, psychological andinformation competence. [2, p46] In a relationshipof a modern translator is not only knowledge of vocabularies, normativity and rules of grammar and spelling, but also fluency ingenre and style palette of speech, knowledge of the rules of political correctness and cross-culturalcommunication, the ability to navigate various types of discourses.

Finding the right way to line upsemantic perspective of the text with understandingideological-thematic and structural-semantic unity of its content with oneside, as well as taking into account the idea of a plurality of interpretations at the stages of its perception,comprehension and, then, verbalization, involves the activation of a number of cognitive mechanismsor cognitive strategies in the process of solving a translation problem.

The concept of strategy is quite broadinterpreted by modern science. Yes, within the frameworkcognitive approach of J. Bruner strategyconsidered as a set mental operations. [3, p 102] In the writings of T. Van Dyck,who proposed a cognitive model of analysisdiscourse, there are several types of diverse strategies (thinking strategies,coherent text comprehension strategies, speechstrategies of ethnic beliefs, etc.) [4, p 67]

The theory of activity strategy proposed by V. V. Gusev seems interesting, in which the mode of action is determined bysubject. Following this author, by strategy we mean “a way of self-organizationpersonality in the process of a certain type of activity”[5, p 28]

Cognitive strategies in the process of translation are not just mental operations carried out by a translator to codify a new language, but also ways of interpreting, adapting the acquired knowledge within the framework ofthe area in which the translation takes place. Such strategies are due to the importance of not only the first stage of “understanding”, but also the subsequent stages of directly “translating” and “creating a new text”, where selection, hierarchy, sequence of actions, methods and means of monitoring and evaluating the result are important. In other words, the strategy includes not just a set of actions within the framework of a certain activity in order to obtain a certain result,but also ways of rational organization of this activity.

If we take as a basis the classical three-level model of translation (understanding - translation - generation of a new text), then, taking into accountof the above, it is possible to single out a number of strategies correlated with cognitive resourceshuman and determining effectivenessactions at each stage of the translation process.

At the level of understanding, there is a perception of a foreign language text and comprehension of it meaning based on the search for conceptual correspondences between the meanings embedded in the text,translator's knowledge. Here, the process of anticipation is also possible, which predicts the final development of the text in the target language. Important at this stage is a thorough study of the given linguisticcontext to extract informationboth linguistic and extralinguisticplan. In foreign methodological literature, this strategy is called inference(inferencing), which means "conclusion, conclusionon the basis of the presented facts, details.Skillful analysis of language material (consideration of contextual meanings, syntagmatic structure), external accompanying characteristics (illustrations, highlightingin the text) along with an analysis of the author's stylewill allow you to competently build the following stages of translation.

Not the first stage of the translation processvery important is the so-called "removal of the first barrier of complexity", which is achieved at the moment of "recognition" of the text model, that is, by correlating the given fortranslation of a text with one or another text type.Work on the translation of a certain text type, on the one hand, will require furtherfrom an interpreter searching for the same specifictext models in the target language, but, on the other hand,On the other hand, knowledge of these and their skillful correlation in two languages will allow at the stage of translation to follow the path of reproduction, copying of already familiar textual material.According to the hypothesis proposed in the book of the Spanish Linguist H. H. Caro, “translation isalways just an imitation, full or partialtranslations that have already taken place or texts of similar subject matter”. In thatcase, the experience of the translator is undoubtedly importantin the ability to create a kind of base of text types, text categories, in accordance withtheir characteristic lexical, syntactic, pragmatic and functionalfeatures.

The successful result of such a three-stage strategic plan of the translation process should be the disclosure of the communicative function of the translatedtext, the essence of the author's intention, the ability to evoke in the reader of the text of the translation thosethe same emotions, reactions, desires as the readeroriginal text.

**The list of used literature:**

1. Boldyrev, N. N. Course of lectures on English philology. Tambov, 2001. The manual specifies the problems of cognitive-oriented research, where the anthropological approach is considered in its opposition to the traditional, basedon the objective characteristics of objects and phenomena.

2. For more details, see: Bushev, A. B. Yazykovayathe identity of the translator. Tver, 2010.

3. Bruner, J. Psychology of knowledge. Behindoutside of direct information. M.,

1977. We turned to the study of variousinterpretations of the concept of "strategy", and thisthe author used it in his writings as one offirst.

4. Dijk, T. A. van. Language. Cognition. Communication. M., 1989. S. 43, 121, etc. 5. Gusev, V. V. Semantic and stylisticaspects of translation // Vestn. Moscow state lingu.university 2005.