

HOW CULTURAL DIFFERENCES AFFECT THE TRANSLATION OF TEXTS

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Abstract. *The article emphasizes the necessity of enhancing translators' cultural competence to ensure the accuracy and adequacy of translations, as well as offering recommendations for improving translation approaches with a focus on intercultural interaction. In conclusion, it raises the issue of the importance of cultural awareness in the process of globalization and its impact on contemporary society.*

Keywords: *Cultural differences, text translation, intercultural communication, translation strategies, context, lexical meaning, cultural competence, traditions.*

КАК КУЛЬТУРНЫЕ РАЗЛИЧИЯ ВЛИЯЮТ НА ПЕРЕВОД ТЕКСТОВ

Аннотация. *В статье подчеркивается необходимость повышения культурной компетентности переводчиков для обеспечения точности и адекватности переводов, а также предлагаются рекомендации по совершенствованию подходов к переводу с акцентом на межкультурное взаимодействие. В заключение поднимается вопрос о важности культурной осведомленности в процессе глобализации и ее влиянии на современное общество.*

Ключевые слова: *Культурные различия, перевод текста, межкультурная коммуникация, стратегии перевода, контекст, лексическое значение, культурная компетентность, традиции.*

Translation is not just about replacing words from one language with words from another. It involves a deep understanding of cultural contexts, traditions, and realities that can vary greatly across different languages. Cultural differences play a key role in the translation process, as they influence word choice, sentence structure, and the overall perception of the text. In this article, we will explore how cultural aspects affect the translation of texts and what challenges may arise as a result.

Every language is a reflection of its culture, and a translator must take these contexts into account when conveying meaning. Some words and expressions may carry special significance in one culture but may not have counterparts in another. For example, the Japanese language has many words that describe different types of love and relationships, whereas in some Western languages, such distinctions may be less pronounced.

Cultural background is an important aspect that a translator must consider. Understanding the traditions, historical context, and customs inherent to both the source language and the target language will aid in conveying meaning more accurately.

Linguistic and cultural contexts are integral parts of the translation process. Understanding and respecting these aspects enable translators to create higher quality and more accurate translations that promote better intercultural interaction. It is important to remember that translation is not just about transferring words from one language to another, but also about conveying the meanings, emotions, and values that underlie these words. In the context of globalization and cultural exchange, the deeper a translator understands the cultural context, the more successful they will be in fulfilling their task, bringing different worlds closer together and improving communication.

Social and cultural norms also play an important role in translation. What is considered acceptable in one culture may be unacceptable in another. This is particularly true for texts related to humor, politics, or religion.

Social and cultural norms form the foundation of how people interact with one another and with the world around them. These norms vary from one culture to another and can manifest in various aspects of life—from language and communication to customs and rituals. When translating texts, it is important to consider these norms to avoid misunderstandings, offenses, or even awkward situations. This part of the article explores how social and cultural norms influence translation and what approaches can help translators overcome the arising challenges.

Social and cultural norms shape significant aspects of linguistic communication and influence the translation process. A successful translator must be attentive to these norms and work on understanding both the linguistic and cultural aspects of the texts they translate.

Understanding these norms and their influence on language deepens the abilities of the translator and allows them to convey not only the words but also the meaning, context, and emotional nuances of the text. As a result, this promotes more effective intercultural communication and exchange, which is particularly important in a globalized world where differences and diversity present both challenges and opportunities.

For successful translation that takes cultural contexts into account, there are several approaches:

1. **Intercultural Competence:** The translator must not only be a language specialist but also possess knowledge of cultures, languages, and their nuances. This enables them to make informed decisions during the translation process.

2. Adaptation and Localization: In cases where a literal translation may lead to misunderstanding or distort the meaning, the translator should adapt the text so that it is acceptable to the target audience while preserving the core idea.

3. Discussion and Collaboration: Sometimes, it is helpful to discuss the translated texts with native speakers who can provide additional context and understanding of cultural nuances.

4. Research: Translators should conduct research on the cultural aspects related to the text to better understand how to convey its meaning in another language and culture.

Cultural differences significantly influence the translation of texts, requiring translators to have a deep understanding of both linguistic and cultural aspects. Successful translation demands not only linguistic competence but also the ability to consider context, idioms, social norms, and the expectations of the target audience. Understanding these nuances allows for a more accurate and adequate translation, facilitating better interaction between cultures. In the age of globalization, when information exchange is becoming increasingly intense, the cultural subtleties of translation work will play a crucial role in intercultural communication.

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