

THE ROLE OF TRANSLATION IN INTERCULTURAL COMMUNICATION

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Annotation: *Translation plays a crucial role in intercultural communication by helping bridge the gap between individuals who speak different languages. It allows for the exchange of ideas, information, and cultural values between people from diverse backgrounds. Translation enables individuals to understand each other's perspectives, beliefs, and customs, fostering mutual respect and creating opportunities for collaboration and cooperation. Additionally, translation helps to preserve and promote cultural diversity by facilitating the dissemination of literature, art, and other forms of expression across language barriers. Overall, translation is a key tool in fostering understanding and building connections between people of different cultures.*

Key words: *Translation, intercultural communication, culture, social relations*

Importance of intercultural communication.

Intercultural communication gives us a better understanding of what it means to be a citizen of the world. It helps to remove the misunderstandings that occur when people of one nation visit or try to conduct business in another. More importantly, it helps people to understand the values, attitudes, and beliefs that underpin behavior and how these might differ from their own. It is really a way of helping to bring down the barriers that separate nations. Communication is an important tool for diplomacy, and intercultural communication helps to make that communication more effective by breaking down language barriers and facilitating a better understanding of the other side. Translation is the process of reworking text from one language into another to maintain the original message and communication. Translation Studies is a field of study that deals with the theory, description, and application of translation. Because it examines translation both as an interlingual transfer, and as an intercultural communication, Translation Studies can also be described as an inter-discipline which touches on other diverse fields of knowledge, including comparative literature, cultural studies, gender studies, computer science, history, linguistics, philosophy, rhetoric, and semiotics. The skills of translation are becoming ever more important and desirable. Today's multicultural and multilingual society demands effective, efficient, and empathetic communication between languages and cultures. That's important for various reasons, which we'll now explore.

Translation is necessary for the spread of information, knowledge, and ideas. It is absolutely necessary for effective and empathetic communication between different cultures. Translation, therefore, is critical for social harmony and peace. Translation is also the only medium through which people come to know different works that expand their knowledge. For example:



- Arabic translators were able to keep the ideas of ancient Greek philosophers alive throughout the Middle Ages.

- The Bible has been translated into at least 531 languages.

Looking ahead, whilst English is the world's most prominent language at the moment, it may not always be. When a market emerges and grows rapidly, like the Chinese market has in recent years, the demand for translation to and from its native language is also likely to increase. Translation is necessary for the spreading new information, knowledge, and ideas across the world. It is absolutely necessary to achieve effective communication between different cultures.

Translation is rarely as simple as matching a text word-for-word in a different language. In fact, achieving the highest translation quality often requires a blend of creativity and problem-solving. Why? Because professional translators must account for words that have a different meaning, depending on the context, cultural nuances, and much more. Let's take a look at the six most common translation challenges and how they affect the translation process.

1. Translating Figures of Speech

Although figures of speech are part of everyday language, they still pose obstacles for translators. That's because a figure of speech deviates from the literal meaning of a word or phrase, often in a culturally-relevant way. Even countries that speak the same language have unique expressions that make little sense outside their borders. For example, Australians sometimes call traveling "gone walkabout", which refers to the Aboriginal rite of passage that required male adolescents to go on a long journey. Given the variations within the same language, it's easy to see why translators may struggle to adapt a figure of speech into a different one. Below are three of the most literary challenges.

- **Idioms** – to translate idioms correctly, translators must recognize them as such. This requires a deep understanding of the target audience's culture and its linguistic nuances. Literally translating, "a piece of cake," wouldn't make sense in another language, so a translator will typically replace it with a similar idiom. In Mexican Spanish, people may say "pan comido" or a "eaten bread." However, some idioms don't have a similar phrase in another language. When that's the case, a translator may either paraphrase it or leave it in the original language and add a footnote with an approximate translation.

- **Irony and Sarcasm** – To make matters worse, there are actually three main types of irony: situational irony, dramatic irony, and verbal irony. But for our purposes, let's take a look at verbal irony, which occurs when someone says one thing but means another. As an example, if a teacher asks a question and no one answers, she may say, "Don't everyone speak at once." She isn't literally asking her class to stay quiet, but is calling attention to the fact that no one has answered. If irony wasn't difficult enough to translate, it's often confused with sarcasm, which is a remark intended to express contempt or ridicule. For example, someone may say "nice shoes" in a mocking tone to indicate that they find the shoes ugly. Some examples of irony and sarcasm will be



untranslatable, particularly if they include colloquialisms. In those cases, a translator may paraphrase the statement to convey the intended meaning. The translation will lose some of its literary quality, but the reader will still understand the message. However, even if an ironic or sarcastic statement is translatable, a translator must take cultural norms into consideration. An expression that may sound silly or playful in one language, may sound harsh or offensive in another. Striking the right tone is essential when translating these figures of speech.

- **Metaphors and Similes** – A metaphor uses a word in place of another to suggest a likeness. For example, you could say a new employee who pitches great ideas is “a breath of fresh air.” Similes serve a similar function, but typically introduce the phrase using the words like or as. If someone is persistent, you may say “he’s as stubborn as a mule.” Like other figures of speech, metaphors and similes tend to be culture bound. This means translators must determine whether a phrase with a similar meaning exists in the target language. The phrase “stubborn as a mule”, for example, can be translated to “one’s head is stiff” in Japanese. Unfortunately, there isn’t always an equivalent expression in the target language. And this is more likely to be the case when the two cultures have significant differences. When this happens, translators may try to get creative and come up with a phrase that can convey the original meaning. However, they must take extra care to ensure the translation remains culturally sensitive.

2. Matching tone, diction and rhythm

Tone is an essential part of any brand. Simply put, it’s a consistent manner of communicating with your audience. It sets your brand apart from competitors and allows you to connect with customers on a more personal level. Tone of voice includes slogans and taglines, website copy, blogs, advertising campaigns, and other customer-facing communications. To transmit a brand’s message correctly, translators must carefully reproduce the same tone of voice in the target language.

3. Untranslatable words

Sometimes a word or phrase simply has no equivalent in the target language. This usually occurs when it’s closely tied to the culture of the source language. For example, the Danish word *hygge*, which evokes feelings of togetherness, warmth, and coziness, has no equivalent in English. It comes from the Danish custom of investing in self-care and quality time with loved ones during the country’s long, cold winters. To tackle untranslatable words, translators may use an adaptation instead of a literal translation. For example, American Thanksgiving is often translated into “Day of Gratitude” in other languages. In other instances, translators simply “borrow” the word and use it as if it belonged to the target language.

4. Translating compound words

Sometimes a compound word has an equivalent term in the target language. In Spanish, butterfly translates into *mariposa*. Other words, such as *carpool* don’t, which means the translator will need to describe the meaning instead. Translators must also



have a good understanding of compound word usage in both languages. For example, in Chinese, compound words can combine nouns and verbs. And in German, you can keep combining nouns almost indefinitely. In fact, the longest German compound word has 63 letters.

Technology plays a crucial role in the field of translation studies, as it has revolutionized the way translations are done and has increased efficiency and accuracy. Professional tools and software are commonly used by translators to aid them in their work, such as Computer-Aided Translation (CAT) tools, machine translation, and terminology management tools. CAT tools are software specifically designed for translators to assist them in the translation process. These tools can help to increase productivity by storing previously translated segments of text and suggesting possible translations as the translator works. CAT tools also assist in maintaining consistency throughout a translation project, as they can ensure that specific terminology and style guidelines are followed. Machine translation is another technology that is increasingly being used in translation studies. While machine translation is not yet able to fully replace human translators, it can be a useful tool for providing quick and rough translations of texts. Translators can use machine translation to get a basic understanding of a text before refining the translation and ensuring accuracy and quality. Terminology management tools are also essential for translators, especially for technical or specialized fields. These tools help translators to maintain consistency in their use of terminology across different projects and ensure that the correct terms are used consistently throughout a text. Overall, the integration of technology and professional tools in translation studies has greatly benefitted translators by increasing efficiency, accuracy, and consistency in their work. It is essential for translators to stay up-to-date with the latest technology and tools in order to remain competitive in the field.

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