



THE ROLE OF TRANSLATION IN CROSS-CULTURAL COMMUNICATION

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Abstract: *Translation is critical in allowing cross-cultural communication by overcoming language and cultural divides in an increasingly globalized society. This article examines how translation facilitates the interchange of ideas, beliefs, and information across languages and cultures, emphasizing its significance in diplomacy, commerce, education, and the media. It also looks at the issues that translators confront, such as expressing cultural subtleties, maintaining context, and preventing misunderstanding or loss of meaning. Furthermore, the study discusses the changing function of translation in the digital era, where technology helps to overcome language barriers but may also oversimplify complex cultural conceptions. This research underlines the importance of translation in encouraging intercultural discourse, tolerance, and cooperation in a globalized world by examining its influence on building mutual understanding across distinct cultures.*

Keywords: *cross-cultural communication, translation, three key differences.*

Introduction: Not only is translation a kind of mediation, but it is also a way of interpersonal contact between people of different cultural backgrounds. In addition to serving as a medium of communication between individuals belonging to different ethnic groups, translation is also a medium of communication between persons of different cultural backgrounds. When it comes to translation, the cultural aspect is both evident and indisputable. During the process of translation, not only do two languages interact with one another, but also two cultures that have shared characteristics as well as national specificities. In order to have a better understanding of intercultural communication and translation, it is essential to reveal this distinctiveness.

In recent years, significant progress has been made on the topic at hand. Culture is transmitted between generations by enculturation, the process through which individuals acquire the culture of their birth (their native culture).¹ Angelo Massaro, 51, was sentenced to 24 years in prison for a 1995 murder in Taranto, southern Puglia, according to Italian press reports. Although Massaro denied the charge, he was found guilty of "informing" an informer and "evidence" of tapping. After 21 years, Massaro's phone-related imprisonment was misconstrued. In Puglia dialect, Massaro's wife called his wife "a burden" and used "burdens" to signify "muers" (dead). Massaro was released 21 years later, indicating he was receiving heroin addiction

¹ Baker, M. "Linguistic perspectives on translation", In: France, P. (ed.), *The Oxford Guide to Literature in English Translation*, Oxford University Press, Oxford, pp. 20-25. 2000



therapy at the time of the crime.² Acculturation modifies our original or native culture by direct interaction with or exposure to a new and distinct culture. Cross-cultural or intercultural communication is an academic discipline that examines the communication methods of individuals from diverse cultural origins, both within their own groups and in attempts to interact between cultures.³ Terms such as working-class culture, high culture, and low culture denote these distinctions. The culture of a nation evolves with time. Acceptance of the new culture is determined by many variables. Immigrants from comparable cultures will acculturate faster than those who are older and less educated. Personality variables also play a role. Individuals who are risk-takers and open-minded are more likely to adapt to new environments. Furthermore, those who are acquainted with the host culture prior to immigration, whether via interpersonal interaction or media exposure, will acculturate more easily. There are at least three key differences across cultures that are particularly crucial for communication. These include collectivism and individuality, high and low context, and power distances. Translation combines several of my loves: storytelling, communication, education (to mention a few). For those who might not have the opportunity to pick up a second (or third) language, translating knowledge, tales, and culture from all around the world is bringing them to It implies promoting communication on both small (personal) and large scale (corporations). Every day I also pick up fresh knowledge. Either brand-new vocabulary or directions on using a new tool! Mariana Alves Passes. ⁴

When it comes to making a culture universal and widespread, translation is an extremely important factor. The language serves as a bridge that allows people to communicate in a variety of languages, particularly those that are similar to one another in terms of their linguistic characteristics and cultural practices in different regions of the globe. Therefore, it incorporates all of the world's units into the global network. Furthermore, translation presupposes the presence of borders between other cultures, and it is quite likely that the translator is aware of these barriers as well as the necessity of crossing them. There is no way for people of various cultures to speak with one another, and translation will be impossible if there are no cultural commonalities and universalities that exist between them. It is necessary for translators to express the same referential, pragmatic, and connected meanings when speaking about two languages that are to be translated in an analogous manner. On the other hand, semantic similarity is restricted to some aspects owing to the contrasts that exist between the two cultures.

CONCLUSION:

In a worldwide society, translation helps bridge language and cultural gaps. It helps people communicate across languages and cultures, making it important in diplomacy, business, education, and the media. Translators must convey cultural differences, maintain context, and avoid misunderstandings. Translation in the digital age may

² Wells, H.G. (1897). *The War of the Worlds*, Pearson's Magazine, Britain.

³ Kelly L. G. *The True Interpreter: a History of Translation Theory and Practice in the West*. New York, St. Martin's Press. 1979.

⁴ Aerospace Scholars. (2009). *an Educational Outreach Program*, NASA's Johnson Space Center, Texas.



oversimplify complex cultural concepts but eliminate linguistic boundaries, according to the study. Examining how translation builds mutual understanding across cultures promotes intercultural dialog, tolerance, and collaboration in a globalized environment. Enculturation, or learning one's birth culture, passes culture down. Acculturation changes our native culture through close contact with a new one. Cross-cultural communication studies how people from different cultures communicate within and between cultures. Translation helps propagate a culture by allowing people to converse in different languages, especially those with comparable linguistic and cultural traits.

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