INTERCULTURAL COMMUNICATION AND TRANSATION, SIMILARITIES AND DIFFERENCES BETWEEN THEM

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Annotation: Intercultural communication and translation are distinct yet interconnected fields that contribute to effective cross-cultural understanding. Intercultural communication focuses on facilitating effective communication and comprehension between individuals from different cultural backgrounds, while translation concentrates on conveying meaning across languages. By acknowledging their similarities and differences, professionals in both fields can collaborate to promote cultural exchange and foster global understanding.

Keywords: cultural diversity, cultural competence, non-verbal communication cues, cultural exchange, translational studies, machine translation

Annotatsiya: Ma`daniyatlararo muloqot va tarjima samarali ma`daniyatlararo tushunishga hissa qo'shadigan alohida, ammo o'zaro bog'liq sohalardir. Ma`daniyatlararo muloqot turli madaniyatlarga mansub shaxslar o'rtasida samarali muloqot va tushunishni osonlashtirishga qaratilgan bo'lsa, tarjima tillar o'rtasida ma'noni etkazishga qaratilgan. Ularning o'xshashliklari va farqlarini tan olgan holda, ikkala sohadagi mutaxassislar madaniy almashinuvni rivojlantirish va global tushunishni rivojlantirish uchun hamkorlik qilishlari mumkin.

**Tayanch so`zlar:** ma`daniy xilma-xillik, ma`daniy kompetentsiya, og`zaki bo`lmagan muloqot belgilari, ma`daniy almashinuv, tarjimashunoslik, mashina tarjimasi

In recent times, there has been a surge of interest in the study of intercultural communication and translation. However, it is important to note that these practices are not new but have been occurring for centuries. Translators have played a crucial role in the development of languages, literature, and the dissemination of knowledge and culture throughout history. Both intercultural



communication and translation have their own academic disciplines with specific concepts and methods. Nevertheless, there are current challenges to some fundamental ideas in these fields, leading to a fresh perspective on the research subject. Furthermore, these disciplines share common concepts with related fields. The interrelationship between these two concepts is bidirectional. Translation can affect intercultural communication, and intercultural communication can also affect translation. Both intercultural communication and translation have received increasing attention in recent years. However, this does not mean that they are new phenomena. Direct and mediated communication between people speaking different languages and belonging to different cultural groups has existed for centuries. By recognizing the similarities between intercultural communication and translation and working together, professionals in these fields can bridge cultural gaps and promote global understanding.

Translation Studies emerged as an academic discipline in the second half of the 20th century, while Intercultural Communication is regarded as an academic field with its own specific concepts and analytical methods. However, both disciplines are now facing challenges to some of their key concepts and assumptions, and researchers are approaching their research from new perspectives.

Translation Studies has evolved from a narrow linguistic approach to a more comprehensive understanding of translation as a communicative and cultural activity. It incorporates concepts from text linguistics, pragmatics, discourse analysis, sociolinguistics, and communication studies. The focus has shifted to the text, considering its purpose, context, culture, and genre conventions. Functional approaches to translation emphasize the purpose or goal of the translation, known as Skopos theory. Each translation is seen as a purposeful action initiated by a translation commission, resulting in a target text that is appropriately structured for its intended purpose. Language and culture are intertwined, making translation a transfer between cultures and a form of culture-determined text production.



Overall, translation is a complex process that requires expertise in transcultural text production. Translators must consider not only linguistic aspects but also cultural nuances, idiomatic expressions, and non-verbal communication cues. Advancements in technology have revolutionized translation but also pose challenges such as the accuracy of machine translation and the potential loss of cultural nuances.

Key concepts used in Translation Studies and Intercultural Communication also play important roles in related disciplines. Translation is often defined with reference to communication, as translators seek to relay what has already been communicated by a text producer to a target reader. Translation is seen as a communicative service that includes a new readership in a communicative act originally restricted to the source language community. Translational action is the process of producing a message transmitter for coordination of actional and communicative cooperation in superordinate action systems.

In translation, cultural competence is of utmost importance. Translators need to have a deep understanding of the cultural nuances and context of both the source and target languages in order to accurately convey the intended meaning. This includes being aware of cultural norms, values, beliefs, and customs, as well as understanding the historical and social background of both cultures. Intercultural communication also requires cultural competence. When people from different cultures interact, there are often differences in communication styles, non-verbal cues, and social expectations. Having cultural competence allows individuals to navigate these differences and communicate effectively with people from different cultural backgrounds. Technology plays a significant role in aiding translation and intercultural communication. Machine translation tools have become increasingly sophisticated, allowing for faster and more accurate translations. However, technology alone cannot replace the need for human translators who possess cultural competence. Human translators can interpret and adapt texts in a way that takes into account cultural nuances and context, something that machine translation



struggles with. Globalization has greatly increased the need for translation and intercultural communication skills. As businesses expand globally, there is a growing demand for translation services to reach international markets. Additionally, people are increasingly traveling and relocating to different countries, leading to more cross-cultural interactions that require effective communication. Case studies and examples can illustrate the similarities and differences between translation and intercultural communication. For example, translating idioms or cultural concepts can be challenging as they often do not have direct equivalents in other languages. In intercultural communication, misunderstandings can arise from differences in non-verbal communication or social norms. Translators and intercultural communicators act as cultural mediators, bridging the gap between different languages and cultures. They not only translate words but also convey the intended meaning and cultural context behind them. This requires a deep understanding of both cultures involved. Mistranslations or miscommunications can have a significant impact on cross-cultural interactions. They can lead to misunderstandings, offense, or even damage business relationships. It is crucial for translators and intercultural communicators to be aware of the potential pitfalls and strive for accuracy and cultural sensitivity. Education and training play a vital role in developing skills in translation and intercultural communication. Formal education programs can provide theoretical knowledge and practical training in both fields. Ongoing professional development is also essential to stay updated with advancements in technology and to further enhance cultural competence. The future of translation and intercultural communication is likely to be shaped by advancements in technology. Machine translation tools will continue to improve, but it is unlikely that they will completely replace human translators. Virtual intercultural communication platforms may also become more prevalent, allowing people from different cultures to interact and communicate in real-time.

Translation and intercultural communication share many concerns and



concepts, such as cultural competence, cultural awareness, and cross-cultural encounters. Both fields recognize the interdependence of language and culture and aim to develop linguistic and cultural competence. However, the focus differs, with foreign language and intercultural training aiming to develop competence for individuals to act appropriately in intercultural situations, while translator training aims to develop translation competence for professional purposes. Despite these commonalities, there is often a lack of awareness of each other's literature between the two disciplines. Translation has been described as a form of intercultural communication, and insights from other disciplines have been applied to translation studies. However, in the field of Intercultural Communication itself, translation is often understood solely as a linguistic phenomenon. Translation Studies is considered an interdisciplinary discipline by nature, and this interdisciplinarity is seen as both a necessity and an asset. The complexity of translation requires an understanding of processes, products, functions, and agents in socio-cultural contexts. However, it is important to recognize that concepts and methods from other disciplines may have their own definitions and histories that have been modified for the purposes of Translation Studies.

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