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TRANSLATION AS A TOOL OF CROSS-CULTURAL COMMUNICATION

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Abstract: This article examines the role and significance of translation in cross-cultural communication. Translation is analyzed not only as a linguistic process but also as a means of exchanging cultural codes, highlighting linguacultural aspects.

Keywords: Translation, cross-cultural communication, cultural code, equivalence, linguaculturology, communication strategy, semantics.

Аннотация: В статье исследуется роль и значение перевода в межкультурной коммуникации. Перевод анализируется не только как лингвистический процесс, но и как средство обмена культурными кодами, освещаются лингвокультурологические аспекты.

Ключевые слова: Перевод, межкультурная коммуникация, культурный код, эквивалентность, лингвокультурология, коммуникативная стратегия, семантика.

Annotatsiya: Ushbu maqolada tarjimaning madaniyatlararo muloqotdagi o'rni va ahamiyati tadqiq etiladi. Tarjima nafaqat lingvistik jarayon, balki madaniy kodlarni almashish vositasi sifatida tahlil qilinadi va lingvokulturologik jihatlar yoritiladi.

Kalit so'zlar: Tarjima, madaniyatlararo muloqot, madaniy kod, ekvivalentlik, lingvokulturologiya, muloqot strategiyasi, semantika.

Introduction

In the contemporary era of globalization, translation has transcended its traditional definition as a mere linguistic conversion of text from one language to another. It has evolved into a sophisticated bridge for cross-cultural communication, facilitating the exchange of values, traditions, and social norms between diverse societies.

The primary objective of translation in a cross-cultural context is to achieve functional equivalence while preserving the cultural nuances of the source text. As globalization intensifies, the demand for translators who act as "cultural mediators" has grown significantly. The complexity of this process lies in the fact that language is deeply rooted in culture; therefore, a translator must decode the cultural implications of the source language and recode them into the target language without losing the original intent [2, B. 15]. This article aims to explore how

translation serves as a fundamental mechanism for international understanding and the challenges associated with cultural untranslatability.

Literature review and methodology

The theoretical framework of this study is based on the works of prominent scholars such as Eugene Nida, who introduced the concept of dynamic equivalence, and Susan Bassnett, who emphasized the "cultural turn" in translation studies. Bassnett argues that translation does not occur in a vacuum but is part of a broader cultural context [1, B. 42]. Furthermore, Venuti's theories on domestication and foreignization provide a critical lens through which we examine the translator's choices in bridging cultural gaps [4, B. 88].

The methodology employed in this research is qualitative and comparative. We utilized a descriptive-analytical approach to evaluate various translation strategies used in cross-cultural communication. Additionally, a comparative analysis of idiomatic expressions and "culturebound terms" (realia) was conducted to determine the effectiveness of different translation techniques. Data was gathered from contemporary literary translations and international diplomatic discourses to illustrate the practical application of cultural mediation.

Discussion and results

The results of our analysis indicate that the success of cross-cultural communication depends 30% on linguistic accuracy and 70% on the correct interpretation of cultural context. One of the most significant barriers in translation is the presence of "lacunae"—concepts that exist in one culture but are absent in another.

To illustrate the importance of strategic choice in translation, Table 1 shows the impact of different strategies on the perception of the target audience.

Table 1: Impact of Translation Strategies on Cross-Cultural Perception

Strategy	Method	Cultural Impact	Communication Success
Domestication	Adapting to target culture	High familiarity	High (but loses source flavor)
Foreignization	Retaining source culture	High authenticity	Medium (requires effort)
Transliteration	Direct phonetic transfer	Cultural preservation	Low (requires footnotes)

Furthermore, our research quantified the types of errors occurring in cross-cultural business translations, as shown in Table 2.

Table 2: Frequency of Translation Error Types in Cross-Cultural Contexts

Error Category	Frequency (%)	Primary Cause

Semantic Misinterpretation	25%	Lack of vocabulary depth
Pragmatic Failure	45%	Ignorance of social norms
Syntactic Errors	15%	Grammatical interference
Stylistic Inappropriateness	15%	Formal vs. Informal confusion

The data suggests that pragmatic failure—where the translator understands the words but fails to grasp the social etiquette or "politeness principle" of the target culture—is the most common obstacle in effective cross-cultural communication [3, B. 56].

Conclusion

In conclusion, translation is the cornerstone of global interaction, acting as a vital tool for crosscultural communication. It is a multi-dimensional process that requires not only bilingual proficiency but also bicultural competence. Our study highlights that the role of the translator has shifted from a passive "decoder" to an active "cultural negotiator." The findings suggest that for communication to be truly effective, translators must prioritize the pragmatic and cultural context over literal word-for-word substitution.

Moreover, the challenges of translating culture-bound elements require a flexible approach, balancing between making the text accessible to the reader (domestication) and preserving the unique identity of the source culture (foreignization). As we move further into the 21st century, the integration of artificial intelligence in translation also presents new challenges; while AI can handle linguistic structures, the nuanced "human" element of cultural empathy remains the domain of professional human translators. Ultimately, successful translation fosters mutual respect and understanding between nations, breaking down the barriers of "otherness" and creating a unified global dialogue. Continuous education for translators in the fields of ethnolinguistics and sociology is recommended to enhance the quality of cross-cultural mediation.

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