

## CROSS-CULTURAL DIFFERENCES IN THE TRANSLATION PROCESS

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**Abstract:** This paper discusses cross cultural dissimilarities in the translation process and how it affects the translation accuracy and communicative efficiency. Translation is a form of negotiation between cultures as well as the linguistic transfer, and the values, traditions, world views, and communicative norms of the two countries affect the strategies of translation. This paper examines cultural obstacles, expressions that are specific to different cultures, and practicalities that exist in translation. The role of the translator as a cultural mediator is also given particular attention, as well as the significance of the cultural competence in promoting the correspondence between the source and the target texts.

**Key words:** cross-cultural translation, cultural differences, translation process, cultural equivalence, pragmatics, intercultural communication.

### Introduction

Translation is an essential means of making communication easier between culturally diverse people in the contemporary globalized society. But translation cannot be just a mere linguistic exchange of words when one language is translated to another. It is a very complicated process which depends on cultural norms, values, traditions and communicative conventions. The influence of cross-cultural differences on the meaning construction and interpretation in translation is a critical phenomenon .

Languages mirror the culture and mindset of people speaking these languages. Thus, it is important to note that a translator cannot be linguistically competent without substantial knowledge of the culture. Inability to notice cultural distinctions could result in the lack of understanding, loss of meaning, or practical inaccuracy of the translated text .

### Methodology

To address cross-cultural differences in translation process, the qualitative research methodology is used in the study. In this way, the in-depth analysis of linguistic and cultural aspects that affect translation can be carried out. The studies adopt a variety of approaches in order to have an in-depth insight of the topic. Literature review explores theoretical literature on translation and intercultural communication that will give background information on how the differences in culture influences meaning transfer. The source texts and their translations are compared and the elements that are specific to culture are identified as well as the challenges in translating them into the target language are identified. To interpret their effect on translation, pragmatic analysis researches cross-cultural speech acts, strategies of politeness and communicative norms. Lastly, case studies study actual translations of linguistic cases that imply cultural accommodation and equivalence and provide practical solutions to cross-cultural translation issues. The use of this methodology allows examining both theoretical ideas and practice related to cross-cultural translation in a holistic way.

## Results

This conclusion suggests that cultural translation of texts is associated with a number of serious difficulties. Certainly, one of them is culture-specific expressions, such as idioms, proverbs, and metaphors, which typically have no counterparts in the target language and must be creatively adapted. Pragmatic differences like variation of politeness, indirectness, and speech acts affect the meaning transfer and may result in misinterpretation given that they are not dealt with keenly. Critical is also the role of worldview and values since cultural perception determines the concepts and their translation. Removal of non-verbal and contextual meanings engrained in the source culture, also, in translation, may occur because of the implicit meanings being hard to translate into a different linguistic and cultural setting. Lastly, it depends on cultural competence of the translator as successful translation can demand translator play a kind of mediator role between cultures where he or she must further translate the text into a culturally competent and accurate text that the target audience will understand. On the whole, all these facts point to the notion that cross-cultural translation is not an easy task, requiring linguistic, cultural, and pragmatic intacuity.

## Discussion:

The existence of cross-cultural differences proves translation to be a linguistic and cultural activity. Translators have to decide in a strategic manner on whether to adapt, domesticate or foreignize the text based on communicative purpose of the text. When the translators use the literal translation interpretation without taking into account the socio-cultural norms, cultural misunderstandings tend to occur.

The translator is a cultural brokering agent that helps to fill the cultural gaps between source and target cultures. The simulated familiarity with cultural values and practical norms contributes to the accuracy of translation and the level of communicative efficiency.

## Conclusion:

To summarize, cross-cultural differences have a significant effect on the process of translations. Translation needs linguistic precision, as well as, cultural sensitivity and pragmatic awareness. As a cultural mediator, the job of the translator is vital in helping to maintain meaning, intent and cultural significance. This is the reason why the balanced approach involving the combination of linguistic skills and cultural competence results in effective and meaningful cross-cultural translation.

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