

THE ROLE OF TRANSLATION IN BRIDGING EAST-WEST
CULTURAL DIFFERENCES

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ABSTRACT

Translation is a complicated process. It causes major and particular difficulties. Translators and interpreters need know some strategies, methods and tactics in order to cope with the task. Some necessary strategies, methods and tactics help translators and interpreters and play significant role in translation process. It goes without saying that a translator's work is difficult enough and there are no certain prescribing rules for translation. In his/her work a translator faces different problems arising from grammatical, syntactical, and lexical structures.

Keywords: Translation, appropriate, Culture, generally, differences, Businesses, global environment

INTRODUCTION

When contracting in a global environment, basic cultural differences increase the risk of misunderstandings. Culture generally provides the context for contract language and shapes the parties' most basic assumptions regarding their respective rights and responsibilities. Businesses must recognize, respect, and reconcile cultural differences if they hope to contract successfully in the global environment. For U.S. and Chinese businesses to better understand how to successfully negotiate and carry out contractual relations with one another, they must recognize the differences in core cultural values between the two countries and develop strategies for reconciling these differences. Bridging these cultural differences adds value to business transactions and minimizes the risk of failure. To help managers recognize and understand cultural differences between the U.S. and China, this installment of Business Law & Ethics Corner focuses on five dimensions of the culture of the U.S. and China: individualism/collectivism, universalism/particularism, power distance, context, and direction. These aspects explain some of the major differences in viewing the law and approaching contracts. To help managers navigate these cultural differences, this article offers guidance regarding how to respect and reconcile cultural predispositions to achieve true synergies. By bridging these cross-cultural differences between the U.S. and China, managers can achieve the mutual expectations necessary to the long-term success of cross-cultural business transactions.

Language is the reflection of an ethnic group's culture; it plays a key role in transmitting cultural values through generations and the major tool of communication. In its turn the translation is a means of interlingual communication. The translator makes an exchange of information and ideas possible between the users of different languages. V. Komissarov considers that "translation is a complicated and many-sided kind of human activity. Though usually people speak about translation "from one language on another", actually, it is not simply a replacement of one language with another. The different cultures, people, ways of thinking, literatures epochs, levels of development, traditions and world vies clash with each other in translation" Translation is a process of great significance in the modern world and being the basic criteria in communication has become an important issue in language studies. The process of translation includes main aspects such as culture and language. And the role of translator is very important in this process. The translator should be good both at source and target languages. Moreover he should be aware of cultures of different peoples. The knowledge of culture is crucial in this process. Major difficulties are connected with the entire process of translation and can be divided into several categories such as difficulties caused by differences in languages and differences in culture of different countries, nationalities and societies. Each ethnic group has its own characteristics of geography, history, physical life, spirit, tradition, etc. While translating the words which reflect the culture into another language, translators and interpreters meet a lot of difficulties, sometimes even difficulties are so great due to the lack of corresponding words in the target language. Thanks to appropriate translation the communication between cultures and peoples are achieved. According to Newmark there is a cultural value in translation. Language is partly the reflection of a culture. Translators like linguists tend to define culture as the sum of people's customs and ways of thinking [6]. One of the biggest problems the translator comes across with is that in most of cases there is no equivalent in the target language. The words, phrases or sentences are so culture-bound that it is real dilemma to find the equivalent. It is known that a perfect translation of culturally-bound texts is impossible. But nevertheless the translator should keep the meaning of the message. There are some cases when the words mean different meanings. For example: in Newcastle the word canny means friendly.

CONCLUSION

Translation is more than just converting words from one language to another. It acts as a powerful bridge between cultures, facilitating understanding, promoting dialogue, and fostering sensitivity and awareness. While challenges exist, the role of translation in bridging East-West cultural differences is undeniable and essential for building a more harmonious and interconnected world.

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