

CULTURAL SENSITIVITY IN TRANSLATION

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ABSTRACT

Being culturally sensitive is vitally important as the aspect of translation in order to accurately and clearly convey the meaning of the given text while not showing rudeness to the cultural context of both source and target language. In this article I will try to explain the fundamental role of cultural sensitivity during the process of translation by assessing its own importance, problems, strategies and examples. So as to translate appropriately, possessing the deep understanding of cultural nuances which resonates different audience and navigating idiomatic language with expressions is the most important part of translation. If a translator culturally and traditionally literate, he/she can bridge linguistic and cultural divides to improve greater understanding and appreciation between cultural boundaries.

INTRODUCTION

In today's world where people communication transcends linguistic and cultural boundaries, the role of cultural sensitivity is more important than it used to be. Being culturally sensitive is spread in diverse aspects of our life, such as in our communication, relationship, societal interactions which forms the way we accept and communicate with others. In translation sphere, cultural sensitivity is significant to provide the meaning of the original text is accurately and clearly delivered by not disrespecting the cultural nuances, traditions and norms of both the source and target languages. In this article, I will try to identify the significance of cultural sensitivity in translation process the problems it bring, strategies for achieving appropriate interpretation, and examples which reveals its importance in creating clear and meaningful translations. By an explained understanding of cultural context and awareness of cultural differences, interpreters will be able to translate any form of texts by showing respect to the culture with the help of cultural sensitivity.

THE ROLE OF CULTURAL SENSITIVITY IN TRANSLATION

In interpretation sphere cultural sensitivity plays a vital role by providing that the meaning and understanding of the original text is utterly delivered through taking into

account the cultural importance and context of both source and translated language. In other words, I think translators need to understand not only the words but also the cultural nuances, traditions, and social norms connected to the languages they work with.

In the process of translations, it is inevitably important to understand that any languages are deeply connected to its own culture and customs, meaning that words and expressions often carry cultural connotations that may not have its own direct equivalents in target language. Therefore, as I mentioned above, translators must own a deep understanding of both the source and target cultures so as to clearly translate any messages.

As an example, we may take idiomatic expressions, metaphors, and cultural references may cause challenges during the translation. From my opinion without cultural sensitivity, all of these elements may be misunderstood or lost in translation procedure, meaning that a distortion of the original meaning. If a translator is culturally sensitive,

he/she can navigate these challenges more effectively by providing that given text remains faithful.

CHALLENGES IN TRANSLATING CULTURAL CONCEPTS

Cultural translation can provide a number of obstacles owing to the unavoidable connection between language and culture. One of the significant challenges is the difficulty in finding equivalent expressions or terms between languages for concepts that shows the tradition and culture of the language, which means they often carry layers of meaning, historical importance, and cultural context which could not be easily translated into language.

For instance, it is demanding for translator to deliver idiomatic expressions, proverbs, and metaphors that are common cultural elements in translation process. These linguistic devices are often revealed cultural values, beliefs, and societal norms which are only unique to a particular culture. While interpreting these expressions, a literal translation cannot catch the real meaning or sometimes can lead confusion for target language readers.

Another challenge comes from the cultural diversities in social customs, rituals, and traditions. Any cultural practices may fail to find equivalents in other cultures which causes obstacles to deliver their significance through interpretation. Such as, ceremonies, festivals, and rituals may hold integral cultural meaning for one community, however may be not clear by the readers or listeners of other languages.

CULTURAL ADAPTATION VS. LITERAL TRANSLATION

There are mainly two ways of translating texts from one language to another and they are: Cultural adaptation and Literal translation.

Translating words and phrases from one language to target language as close as

possible is the dusty of literal translation, not considering the exact meaning of cultural nuances or idiomatic sayings. Maintaining originality to the source text's structure and language is the method of literal translation. Literal translation keeps the literal meaning of any translations; however, it may not pay attention cultural differences that could result in awkward and misunderstandable translation.

Apart from that cultural adaptation also includes to make minor changes to a text to make it culturally appropriate for the target readers and listeners. When this method considers the cultural context of the language, social norms and linguistic conventions, these translations will be more fluent and natural.

To conclude, the priority of literal translation is fidelity to the original language at the same time literal translation prioritizes fidelity to the original text, creating a translation that is culturally relevant and easily understood by the target audience is the responsibility of cultural adaptation. These both methods have their benefits depending on the particular demand of the translation task and the preferences of the target audience.

EXAMPLES OF CULTURAL SENSITIVITY IN TRANSLATION

Example 1: Cultural Nuances in Greetings

Original Uzbek text: "Salom, ahvollaring qanday?" Literal English translation: "Hello, how are you?"

Culturally adapted English translation: "Hello, how are you doing?"

Explanation: In Uzbek culture, people always ask about one's health and well-being. However, the literal translation of "Ahvollaring qanday?" may sound overly formal or awkward in English language. By adapting the translation to a more colloquial expression like "how are you doing?" the translator keeps both friendly and informal tone of the original greeting, making it more relatable to English-speaking audiences.

CONCLUSION

In summary, I would say cultural sensitivity plays a vitally important role in the field of translation which is unavoidably impacts the quality, effectiveness of translated texts. By a nuanced understanding of cultural context, translators and interpreters can navigate linguistic and cultural barriers and problems which will provide full essence and meaning of the original text.

The example that I provided before assesses the importance of cultural adaptation in achieving accurate and relatable translations. From adjusting greetings to selecting culturally relevant animal characters in folklore, these instances exemplify how cultural awareness enriches the translation process, fostering greater understanding and connection between languages and cultures.

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