

# INTERCULTURAL COMMUNICATION AND TRANSLATION

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## **Abstract**

This article is devoted to the question of the role of translation as a means of intercultural communication. Particular attention is paid to the study of the difficulties that arise during translation in the process of intercultural communication.

The current stage of development of the world community opens up new opportunities for cultural and intercultural communication. Today intercultural communication, widely interpreted as communication between representatives of different cultures, implies mutual understanding of participants in a communicative act belonging to different national cultures. Intercultural communication involves the communication of people with different cultural backgrounds and their behavior in such communication. When communicating with multilingual people, a certain common language is needed that would help them understand each other. In such cases, a possible way to communicate is through translation. Translation is a means of dialogue in the system of intercultural communication, reflecting the form, content, cultural and linguistic realities of the language of the source text, as far as possible with the help of equivalents of the target language. Any use of a linguistic sign in speech, including translation as a special type of speech activity, is potentially or directly communicative. First of all, translation is intended for intercultural communication. A qualitatively recoded text is needed, understandable to a native speaker of the target language, reflecting the main content of the source text, in order to have communication. The translation must be understandable to a native speaker of another culture. At the same time, you need to handle the unique style, features of the source text and color carefully. Only then we can talk about successful intercultural communication, in which translation is one of the most important components.

**Keywords:** intercultural communication, community, culture, translation, language

## **1. INTRODUCTION**

Communication in any society has always had, has and will continue to be of paramount importance. Communication is the kind of human practice with which psychologists, teachers and methodologists all over the world unanimously associate the birth of a person's inner world, the formation of his consciousness and self-awareness, cognitive ability and general activity, i.e. the real development of all aspects of the human psyche and personality as a whole. At the present stage, the main method of communication is the Internet. Communication refers to the exchange of ideas and information between two or more people. Communication, regardless of its type, is possible between representatives of the same or different cultures and languages. When it comes

to intercultural communication, there are many more problems, since communication takes place between people with different cultural backgrounds. Each participant can interpret the speech of the other according to their cultural customs and expectations. If the difference between the cultural customs of those who communicate is significant, then misinterpretation of thoughts and their misunderstanding is likely, which may even disrupt communication. Intercultural communication is the subject of study of a science that examines how people with different cultural backgrounds communicate and how they behave in such communication. Translation helps to overcome language and cultural barriers. When communicating with multilingual people, a certain common language is needed that would help them understand each other. In such cases, a possible way to communicate is through translation. A translator who speaks not only both languages, but also knows both cultures, is not only "bilingual", but also "bicultural". The translator can help avoid misunderstandings by explaining to his wards the meaning of customs if he is a guide-interpreter, or by offering his own commentary on the text if a custom is described that is incomprehensible to the recipients of the translated text. A person has individuality and the ability to be creative. These two factors allow him to choose from several or many possible translation options when translating a certain text or material. Translation is an activity that consists in appropriate reexpression, recoding text generated in one language into text in another language, carried out by a translator who creatively chooses a variant depending on the variable resources of the language, type translation, translation tasks, text type and under the influence of one's own personality; translation is also the result of the activity described above. The translator needs to analyze cultural elements in preparation for translation.

## **2.METHODOLOGY**

The term "translation" has many meanings; there is no unified definition of the concept of "translation". The "integrity" of translation should be understood as the unity of form and content on a new linguistic basis. If the criterion for the accuracy of a translation is the identity of the information reported in different languages, then only such a translation can be recognized as complete if it conveys this information by equivalent means. In other words, unlike a retelling, a translation must convey not only what is expressed by the original, but also as it is expressed in it. Translation is an act not only linguistic, but also cultural, an act of communication on the border of cultures. The translation process always has two aspects - language and culture, as they are inseparable. Language and culture are interconnected: language not only expresses cultural reality, but also gives it a form. The meaning of the translation is understandable only if it is consistent with the cultural context in which it is used.

Considering the issues of intercultural communication and translation, one should not forget that the main role in these processes is played by a translator - a person who speaks one or more foreign languages, which ensures intercultural communication. To ensure intercultural communication, the translator in our time must be not only bilingual, but also "bicultural". Intercultural communication and translation are inseparable. Translation is a kind of interlingual and intercultural communication. Translation plays an important role in the development of culture, science, economics, literature and, of course, the very language of communication. The activity of a modern translator cannot be reduced to translating texts from one language to another due to the fact that, firstly, many stages of this process are automated and do not require constant human control, at the same time, intercultural contacts through texts are largely supplanted joint participation of multilingual and multicultural specialists in international projects, during the implementation of which they are required to effectively and in a short time to solve the tasks. The change in priority models of professional activity is a reflection of the ongoing globalization processes.

Communication in any society has always been of great importance. In order for partners to adequately understand each other, as well as the content of the source text and its interpretation, it is not enough to know only the norms of the second language, it is necessary to have a joint sociocultural experience. The components of sociocultural experience are the rules of behavior,

norms, stereotypes. Intercultural communication is communication between representatives of different cultures. Intercultural communication is productive and successful only when the communicants, who are carriers of different cultures and languages, are aware of the fact that each of them is "other" and each alternately perceives the "foreignness" of the partner. Acquaintance with the culture of other nations is one of the most important social functions of translation and interpreter in the field of professional communication. Translation is the process of replacing text in one language with text in another language. Text is not a simple set of elements: the words and sentences we use in the process of communication can have different meanings if we change their combinations. Therefore, it is necessary to translate the text as a whole, and not in separate sentences and words. When translating a communicative text, it is necessary to preserve its cultural characteristics. To achieve the adequacy of the translation, the linguist must know the purpose of communication and the target audience. It must be remembered that due to the difference in culture and language, there can be no exact translation. Translation of the text can only be done approximately. The more similar the systems and cultures of the two languages, the more productive the translation will be in intercultural communication.

Translation is a complex process in which the translator needs to transcode text from one language system to another. In this case, a lot of difficulties arise regarding both form and content. Any use of a linguistic sign in speech, including translation as a special type of speech activity, is potentially or directly communicative. First of all, translation is intended for intercultural communication. For in order for communication to take place, it is necessary to qualitatively transcode text understandable to a native speaker of the target language, reflecting the main content of the original text. The most difficult problem for a translator is the assimilation of culture, since a person who grew up in a different environment simply could not acquire elementary cultural and behavioral stereotypes. The translation must be understandable to a native speaker of another culture. At the same time, you need to carefully handle the unique style, features of the source text and color. The task of an interpreter is not just to "transmit" information, but also, he must make sure that both parties, both the "transmitting" and the "receiving", understand what is being said. This is the essence of intercultural communication, the instrument of which is translation. And the opinion that "it is easy to be a translator if you know languages" is by no means unfair. Yes, you need to know the language. And you need to know very well. But this is not the end of the qualities necessary for the translator, which would ensure effective intercultural communication. The main thing is the presence of inner intuition, the core and the presence of "translating skill", the presence of a small amount of luck, the ability to abstract from the outside world. Only then we can talk about successful intercultural communication, in which translation is one of the most important components. The works of scientists dealing with the problems of translation emphasize the role of translation in the development of the economy, science, culture and communication. Since the division of people into groups speaking different languages, the problem of understanding speech has also arisen. After all, people living in different territories entered into trade, political, economic and cultural relations with each other. And it was the translation that was and is one of the types of intelligent human activity. In our time, the development of science and technology contributes to the boom of translations in this area. Any type of communication is possible between representatives of the same or different cultures and languages. In this case, we can talk about intercultural communication, which involves people with different cultural backgrounds. This communication allows people with different cultural customs and backgrounds to communicate, which, on the one hand, is important, but on the other hand, can cause erroneous interpretation and even disrupt communication, since intercultural communication is communication and behavior.

### **3.FINDINGS AND DISCUSSION**

People have been using translations from one language to another for a long time, but it should be noted that only in recent decades the processes of intercultural communication and translation are considered in close connection. Considering these processes, one should not forget that the main role in these matters is played by an interpreter - a person who speaks one or more foreign

languages, which ensures intercultural communication. But there are many problems in intercultural communication between representatives of different cultures and speakers of different languages. Among them, the main ones are those that are directly related to the most important components of intercultural communication, including languages and cultures involved in the process of intercultural communication. Knowledge of languages does not always guarantee mutual understanding and success in the communication process. Situations are not ruled out when participants interpret the speech of a representative of another culture in accordance with their own cultural conventions and expectations. And if cultural conventions differ significantly, then misunderstandings and misunderstandings can easily arise, which can lead to a complete break in relations. To avoid misunderstandings in the process of intercultural communication, an intermediary is needed to represent information in a different language and cultural environment. This function is assigned to the translator, on whose competence the success of intercultural communication depends entirely, and who must not only speak two languages, but also be a bicultural personality. To ensure intercultural communication, the translator today must be not only bilingual, but also "bicultural". Translation- not only linguistic, but also cultural communication. The translation process always involves two aspects - language and culture, as they are inseparable. Language not only expresses cultural reality, but also shapes it. The meaning of a linguistic element is understood only when it is consistent with the cultural context in which it is used. When translating from one language into another, a translator needs to link the cultural context of the source text and the communicative text of the translation. One of the important points in speaking of translation is the understanding of the fact that translation is an interaction of individuals in which communicators are between representatives of two cultures, and translation in this case is a means of not only interlingual, but also intercultural communication. Language in this case acts as a component of culture, and culture in this context is the totality of the material and spiritual achievements of society, the connection of the versatility of the historical, psychological and social characteristics of the people; its behavior, history, way of life, living conditions, that is, all factors of being and consciousness, and, of course, language. In this understanding, language is a single social and cultural education, which reflects the characteristics of the people as a carrier of a particular culture, which distinguishes and distinguishes it from the diversity of other cultures.

In the process of translation, not only two or more languages interact, but also two or more cultures that have common features and national specifics. Identification of the general, what is international and special, national is of great importance in understanding such a phenomenon as intercultural communication. After all, the translator's task is not only to convey the meaning of a foreign text to the addressee, but also to convey the concept of a different culture, choosing for this the necessary and optimal method of translation. As practice shows, in order to effectively maintain a variety of intercultural contacts, forms of communication, partners along with knowledge of the relevant language, it is necessary to be aware of the norms, rules, traditions, customs of another cultural environment, since this process is a mutual understanding of two more participants communicative act belonging to different cultures. Knowledge and proficiency in an appropriate foreign language alone is not enough for a full understanding. In this case, knowledge of the complex forms of behavior, history, culture and traditions of their communication partners is necessary.

The linguistic semantic content of speech communication in different languages cannot be identical, as it reflects the specific features of the structure of the source language and the target language, and also requires recognition of the dependence of the semantics of the language on the cultural environment. It is known that the language is a reflection of the culture of the nation, it contains the national cultural code of a particular people. There are words in it, in the meaning of which a special part can be distinguished, reflecting the connection between language and culture. Namely, social, national and cultural differences are reflected in the language, which is the main means of communication and intercultural communication. And the success or failure of

intercultural communication and communication depends on their correct transfer into the target language, which involves their communicative-pragmatic adaptation. In addition, it is impossible to deny the fact that the process of linguocultural adaptation of the translation text is a cognitive process, including:

- the process of perception and understanding of a foreign language text, as well as its culturally marked vocabulary components, which involves the analysis of non-equivalent translation units using explanatory English-language and Russian-language dictionaries to identify the degree of similarity / discrepancy between the semantics of fragments of the source text and the translation text;
- selection of an appropriate strategy and methods of translation, which are reflected in specific translation decisions.

Undoubtedly, in the process of linguocultural adaptation of the translation text, the translator faces a number of difficulties, one of which is related to the correct perception and understanding of foreign speech, which depends on the translator's background and linguistic knowledge, in particular, knowledge of the polysemantic nature of English words, the meanings of which vary in different languages. context dependent. Another type of difficulty in linguocultural adaptation is related to the translation of culturally marked words and phraseological units, such as realities, proverbs, sayings and idioms, which cannot be translated literally, since this will inevitably lead to the loss of their semantic meaning. The complexity of translating this culturally marked layer of vocabulary lies in the fact that at first words and phraseological units are perceived from the perspective of the linguistic culture of the source language, and then reproduced through a different language code and, to the extent possible, correlate with the national flavor, which corresponds to the perception of representatives of another culture. Thus, the transfer of culturally marked lexical units and phraseological units of the original language into the target language occurs through specific translation strategies and techniques aimed at overcoming the difficulties that arise for the translator during the confrontation of two cultures in the process of intercultural communication. It should also be emphasized that the implementation of the linguocultural adaptation of translation directly depends on the cultural norms and conditions of the communicative act: the situation, the communicative goal and the intention of the speaker. When communicating with multilingual people, a certain common language is needed that would contribute to understanding. In such cases, translation is a possible means of communication. People have been using translations from one language to another for a long time, but it should be noted that only in recent decades the processes of intercultural communication and translation are considered in close connection. Considering these processes, we should not forget that the main role in these matters is played by the translator - a person who owns one or several foreign languages, which provides intercultural communication. To ensure intercultural communication, the translator today must be not only bilingual, but also "bicultural". Translation - not only linguistic, but also cultural communication. The translation process always involves two aspects - language and culture, as they are inseparable. Language not only expresses cultural reality, but also shapes it. The meaning of a linguistic element is understood only when it consistent with the cultural context in which it is used. When translating from one language to another, the translator needs to link the cultural context of the source text and the communicative text of the translation.

#### **4.CONCLUSION AND RECOMMENDATIONS**

The current stage of development of the world community opens up new opportunities for cultural and intercultural communication. Today intercultural communication, widely interpreted as communication between representatives of different cultures, implies mutual understanding of participants in a communicative act belonging to different national cultures. Intercultural communication helps to avoid conflicts between individuals and countries that have different cultural dominants. In order to carry out successful communication with representatives of

different countries, it is necessary to know not only the corresponding language, but also the norms and rules of a foreign culture: behavior patterns, psychology, culture, history of other countries. And most importantly, an understanding of the very mechanism of communication is required in order to predict and, if possible, avoid misunderstanding of representatives of another culture. Thus, we must note that translation is not just the words of a sentence that we use in the process of communication, it is primarily cultural features. And in order to achieve adequacy in translation, the translator must know the culture of the language of the source text, the target language, the purpose of communication and the target audience. Therefore, due to the difference in culture and language, there will be no exact translation, but the greater the similarity between the cultures of the two languages, the more productive the translation is in the process of intercultural communication. It must be admitted that translation as an act of intercultural communicative activity is not just a manipulation with the original text, not the replacement of one text with another, but a critical understanding of textual information, and involves the search for ways to rationally solve translation problems that are an objective consequence of the grammatical and lexical differences between languages and cultures, based on analysis and synthesis, the ability to highlight the main thing in textual information, draw conclusions and give their own assessment.

In our time, it has become obvious that successful contacts with representatives of other cultures are impossible without knowledge of the characteristics of these cultures and practical skills in intercultural communication. Thanks to translation, people who spoke different languages could communicate in multinational states; translation provided interlingual and intercultural communication. In this regard, in the modern world, there is an increasing need for highly qualified specialists who are able to effectively carry out professional activities in a foreign language and cultural environment. A specialist in the field of intercultural communication should take into account the change in the nature of intercultural communication and a steady trend towards the maximum possible tolerance of the participants in the act of communication, which, of course, affects the communication strategy, as well as the choice of language means. In addition, he must have communication skills in the field of professional communication, as well as know the main models of work in a business environment, be able to prepare and conduct various social events. The meaning of a linguistic element becomes clear only when it is consistent with the cultural context in which it is used.

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