

# CULTURAL DIFFERENCES AND THE INFLUENCE ON TRANSLATION AND THE ROLE OF TRANSLATION IN TRANSFERRING CULTURE

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**Abstract:** this article analysis the recent developments in translation theories, which have raised translation from its previous status of linguistic transcoding, placed it within the wider framework of communication, and reveals the means of intercultural communication, transporting one culture to another. In order to facilitate this cross-cultural communication, adequate translation strategy is needed in rendering a text from one language into another.

**Keywords:** *Translation, Culture, Intercultural Communication, Translation Strategies, Cultural Competence.*

Translation communicates as much as possible the speakers of the source language, using the normal language form of the receptor language, while maintaining the dynamics of the original source language text, understood the same meaning that. The goal of a translator should be to produce a receptor language text such as a translation that has the same meaning as the source language text, which is expressed in the natural form of the receptor language. Since translation is an intercultural activity as well as an interlingua one as it deals with at least two linguistic systems embedded in two different cultures. It is said that there is no language, which is not rooted in a specific culture and no culture that is not based on the core structure of one natural language. The culture of a nation can only be truly restored when the nation has their unique language. The sociality of language reflects the influence of social culture on language, so the translator should pay close attention to source languages' socio-cultural background as well as the differences in geographical environments, living habits and customs and traditions of all cultures to avoid mistranslation caused by such misunderstanding. There are words that contain abundant connotation and denotation in one linguistic culture but hardly contain any meaning in another

culture or even do not exist. Thus cultural differences lead to semantic gap, which arises when the cultural information contained in a source language has no equivalent in target language, which means a kind of cultural phenomenon of one nationality does not exist in another culture. It also contains some words emanating from the culture of the environment. During translation some gaps are difficult to fill but the translator has to adopt adequate style and strategy in order to render a translation which has the same effect on the target text audience just as the original on the source text audience. Since language is the carrier of culture, translation involves the transfer between two different cultures carried by two different languages. Certain cultural backgrounds constrain the act of translation in many ways, through the translator's attitude and translation methods adopted by a translator. As an intercultural communicative as well as an interlinguistic activity translation plays an increasingly important role in bridging the gap among cultures.

It deals with dual barriers of linguistic and cultural levels and people's judgments and explanation of certain phenomena, things and behaviors based on their own cultural perspectives. One of the causes of failure of an effective communication or a successful translation is the ignorance of pragmatic transfer. Rules of language use differ as the cultures differ, and some cultural standards and norms, which are not generally accepted, can only be explained under its specific circumstances, and cannot be used to explain other cultures, otherwise, it may lead to the breakdown of intercultural communication. Based on the particular social, cultural and the hidden communication rules, people with syntax and other grammar rules of one language select and arrange corresponding expressions to form verbal or non-verbal messages to convey their meanings in communication. People encode the messages in their own way, and assume that others will absolutely perceive the message in the same way. However due to different social and cultural backgrounds of the communication and participants, in real communication situations people usually are not sensitive to the sociolinguistic differences and many adopt pragmatic transfer unconsciously.

Assuming differences is the starting point for a translator to fulfil the task; without the assumption of differences, translation work would be considered unnecessary. A translator has to assume the different cultural backgrounds, be aware of their different ways of expressions and, re-examine their own cultural patterns. Such a process enables translators to understand different cultures, their differences and their influences on people's behavior. This also enables the translator conduct a thorough analysis and prediction of the internal thinking and feelings of the original work, and at the same time bring his or her target readers into the picture, to whom the translated message is intended. A translator shows his concern for both the author and the target readers by respecting the cultural differences, thinking and perceiving from the perspective of both of them. The success of every translation process is the ability of the translators to be aware of "Cultural identities and emotional states of themselves and others, willing to step outside their own perspectives and show respect and politeness for the other person's value system. Only when they can fulfil these, can expected communication in translation be properly conducted. The knowledge of intercultural barriers reflected in the process of translation requires the translators to be capable of functioning effectively within diverse cultures, which might exert essential assistance in overcoming the cultural hindrance in the process of language conversion and thereby the attainment of equivalent translation. Cultural differences are not something that can be eliminated. Translation plays an important role of crossing through different cultures and communication. Therefore, it is one of the essential fundamental and adequate ways of transferring culture, which is the pattern of customs, traditions, social habits, values, beliefs and language of a given society. It is defined that culture as the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression. Language has become one of the most significant features of culture. Language and culture are inseparable part of a whole, since the accumulation and transfer of knowledge is merely possible with language. The immediate need of translation and translators is felt because not all people share

the same language and culture. Translation is the transfer tool of not only the written, but also the oral language consisting cultural components. In that case, transferring languages and cultures is one of the functions of translation. This process occurs simultaneously, that is, culture and language are not presented independently in translation process. Translation thus brings about the process of cultural de-coding, recoding. It is a vehicle for introducing the qualifications of culture such as lifestyle, customs and ideology of other nations. The need arises because of nations' desire and need to communicate with one another. Cultural value systems are intricately woven into the texture of a native language, these cultural meanings that are hidden in the language could be explained through translation. Translation plays a vital role in making a culture universal. It acts as a bridge to link all units of the world in the global network. It removes boundaries between different cultures and unites people of different cultures.

Since cultural exchange is of great importance to intercultural communication in the increasingly integrated world. It is a necessity for translators to adapt well in cross-cultural communication for bridging the cultural gap among diverse nationalities. Equivalence in language format and function should be carefully observed in order to represent the aesthetic emotion as well as the dynamism of the language of the original work. It is crucial that strategies that could help in overcoming cultural barriers should be adopted properly, in order to produce a valid and effective translation, which attracts and touches target readers and finally realizes the interaction among different cultures.

### **References**

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