

**THE IMPORTANCE OF CULTURAL UNDERSTANDING
IN TRANSLATION****Bakhronova Barchinoy**

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Abstract: This article talks about the importance of cultural understanding in translation and gives some important aspects of cultural communication in translation.

Keywords: Cultural understanding, translation, competence, preservation meaning and intent, cultural identity, adaptation, localization.

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Introduction

There is no doubt that translation is a tool that facilitates communication between diverse cultures and is of great importance in overcoming language barriers. However, translation is not just about transferring words from one language to another. That is, when the text is translated, it is rewritten by the translator. Because each language expresses the whole culture and beliefs of the people. Therefore, cultural understanding plays a very crucial role in translation.

It is natural that one language differs from another in many ways, and words, phrases, or concepts in one language have a completely different meaning in another. Translators should always try to maintain the relationship between the source and the target text in order to have a comprehensible and accurate translated source. For this reason, they are required to have cultural competence, that is, to have a good knowledge of the culture, values, and customs of both languages, to have a lot of such knowledge, and to have the ability to use them very wisely.

Moreover, cultural knowledge, including the knowledge of various subcultures and the like, was seen as an important part of creating quality translations. Translated texts with the correct use of cultural nuances and different language tools are perceived as understandable and meaningful by the readers. For example, when using the linguistic tools of a certain language, the translator must have a deeper understanding of certain cultural phenomena that are the symbols of these language units or words, because the intended meaning may never come out if they are separated from each other. Even if the cultural distance between the two languages is very large, translators can easily solve this problem through their general ethnographic knowledge of the place, nation, its history, and literature. As a result, they may prevent misconceptions and misunderstandings that may arise in the minds of readers.

One of the aspects that translators must pay special attention to when translating a text from one language to another is the preservation of meaning and intent. Sometimes translators can inadvertently change the intended purpose and meaning of a text in order to overcome linguistic differences. This is clearly incorrect and leads to many misunderstandings. For this purpose, every translator must be able to understand the essence of the translated text, every word in it, and the cultural, scientific, artistic, and historical concepts it represents. Just as each of these words carries rich cultural meanings and influences, each language is considered a reflection of that people's culture. Therefore, a skilled translator requires strong knowledge and skills. Because it provides communication between cultures, cultural understanding plays a crucial role. By accurately translating the text into the target language, the translator avoids the confusion that can cause miscommunication while at the same time fully conveying the intent of the original text author, allowing the readers to understand the content of the text without any difficulty.

Methods

Another important aspect of proper cultural communication in translation is maintaining cultural identity. Because the translation should not be limited to being able to fully convey the content of the text, The most important aspect of preserving cultural identity is that each text reflects the whole language, traditions, customs, concepts, and beliefs of the people, and through this, it conveys to other people the various characteristics of this culture. Its aim is to provide a lot of relevant information. Thus, any cultural resource and similar important elements that give uniqueness to works of art, literary poetry, or any folk works should be preserved and valued. For example, special attention should be paid to proverbs, the figurative and religious language of the source language, mythology or literary style, and so on." Newmark (1988) proposed five domains for classifying foreign cultural words (p. 95).

1. These domains are:
2. Ecology (flora, fauna, winds, plain hills)
3. Material culture (food, clothes, house and town, transport)
4. Social culture (work and leisure)
5. Organisation, traditions, activities, procedures, concepts (political and administrative), religion Gestures and Habits"

This plays a great role in ensuring that the specific characteristics of a particular culture and language are appreciated and respected throughout the world through translated material.

Results and Discussion

Avoidance of offence and misinterpretation is also undoubtedly of utmost importance in translation. Because it is natural that languages and the aspects of acquiring meanings are completely different from each other, For example, some words, gestures, phrases, signs, or expressions in two languages may mean various concepts, that is, positive in one and negative in the other—beyond the norms of etiquette. Let's say that in the text being translated, there is a sentence with the meaning that a certain character made a sign by pointing his index finger. Before translating, he should thoroughly study the meaning of the source and target texts. Because the gesture of calling with the index finger is used in the USA and in most countries around the world to mean something like telling someone

to come here. However, performing this act is considered indecent in the Philippines and could lead to arrest. In Japan, this gesture is considered offensive and is a sign of a dog or other animal. In Singapore, it means death. Therefore, cultural awareness is significant in preventing the creation of translation materials that are offensive, taboo, socially offensive, or inappropriate.

Adaptation and localization can be said to act as a bridge that ensures communication between different cultures. "Localization in general means that you take something in the original text and change it so that it is meaningful in the target market," and "adaptation is the process of making contextual changes that change the underlying wording or scenario of a translation while retaining the intended end "goal" of it." This means that each language has its own norms. As mentioned above, simply translating the words directly does not effectively convey the intended meaning of the text, especially since it may not be accepted positively by readers with different cultural backgrounds. Therefore, the translator must be very culturally sensitive, have to prepare translation material based on the views and concepts of the target audience, and be able to reproduce it in an appropriate and harmonious way. It is also necessary to adapt various idiomatic expressions, taking into account humour, figurative expressions, and the like, and to be able to use their equivalents in the right place. For instance, time expressions, currency, telephone numbers, weight and other measurements, images, icons, colour signs, etiquette rules, name formats, or writing styles — other super important things like this may require localization or adaptation while translating. In this way, the translator can ensure that the students deeply understand the essence of the text and increase their interest in it. And the most essential thing is that the translated material will be more effective in all respects, not far from the thinking, worldview, and beliefs of the target audience.

Conclusion

In today's fast-paced and global era, cultural understanding is super important in translation. It is clear that each language in the world represents its own culture, and interestingly, it is constantly changing, renewing, and enriching very fast. Therefore, no successful translation material can be created without cultural knowledge. If the translator pays attention to the points mentioned above, it will naturally make him more effective and rewarding. Especially nowadays, with the emergence of various methods of translation, such as online translators working with the help of computers or other similar technical devices or artificial intelligence, the demand for human translators has increased dramatically. Because no matter how fast and easy it is, cultural concepts are not fully expressed in the translation material created with the help of the device. So this is entirely the task of human translators. And it is also important that, no matter how difficult it is nowadays, unless a human translator acquires cultural knowledge well and is able to apply it correctly and appropriately, people's need for quality translation will not be satisfied. It can also lead to a reduction in the importance and role of human translators and their equalisation with computers. In other words, having a good cultural understanding of translation can put translators ahead of the game..

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