

# The importance of culture in translation and aspect of Cultural translation

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**Abstract:** *Day by Day the cooperation of different nations are being in the pick. As a result the role of translation in every feild is vital. However, in order to create exact meaning and context cultural approach is deeply connected with translation process. Because without consideration of culture of audience can lead to misinterpreted statement between nations. Regarding this situation this article intend to describe the use of Cultural translation and problems, in addition its importance to make quality translation.*

**Keywords:** (target language, source language grammatical and lexical equivalence, cultural words, geographic origin, tradition)

## Introduction:

The aim of translation is communication. That is why cultural translation can play a important role to clarify and represent the context in source language when it is translating into target language. Because it contributes exact information about geographical and traditional meaning of origin language. So it should be vital to the both moral and spiritual values of words to find the most exact equivalents in the new language. In addition cultural consideration is needed in delivering of the urgent messages. Also it is used when movies and documentaries are subtitled or dubbed for release in foriegn country which makes the work more understandable to the new audiences.

## Main body:

The cultural elements of translation are religious elements, myths, legends and the like are major components of any culture. They shows the major hurdles in translating a text. This sensitive issue demands the translator's full attention. Also geographical and environmental elements are also part of one's culture.[1] In order to achieve effective cultural translation, translator should consider doing the followings:

- 1). firstly the origin text should be fully understood. Because without knowing the information and understanding exact meaning of the text in source language it is impossible to provide the receivers with meaningful translation;
- 2). Considering the both culture and the lexical meaning of words are equally taken. Because, although one word can clarify the cultural expression but its meaning in target language might lead to another concept;
- 3). incomprehensible material and sources should be specified when we are unsure. Because there are a millions of material but, most of them are true and most of them can be false. In this case translators have a responsibility of delivering the exact and reliable messages;
- 4). Be aware of subject you are translating. For example if we translate the philosophical context we should have a background knowledge to express the translation exactly. In addition the role of translator can effect the translation if cultural translation is needed.

There are some scholars who gave good definition of culture in translation. Culture is here not understood in the narrower sense of man's advanced intellectual development as reflected in the arts, but in the broader anthropological sense to refer to all socially conditioned aspects of human life (cf. Hymes 1964). This concept of culture was defined by the American ethnologist Ward H. Goodenough as follows:

As I see it, a society's culture consists of whatever it is one has to know or believe in order to operate in a manner acceptable to its members, and do so in any role that they accept for any one of themselves. Culture, being what people have to learn as distinct from their biological heritage, must consist of the end product of learning: knowledge, in a most general, if relative, sense of the term. By this definition, we should note that culture is not a material phenomenon; it does not consist of things, people, behavior, or emotions. It is rather an organization of these things. It is the forms of things that people have in mind, their models for perceiving, relating, and otherwise interpreting them. As such, the things people say and do, their social arrangements and events, are products or by-products of their culture as they apply it to the task of perceiving and dealing with their circumstances. To one who knows their culture, these things and events are also signs signifying the cultural forms or models

of which they are material representations. In Germany, within the recently developed, culturally contrastive discipline called Cross-cultural Communication, Heinz Göhring has adapted Goodenough's definition as follows:

Culture is everything one needs to know, master and feel in order to judge where people's behaviour conforms to or deviates from what is expected from them in their social roles, and in order to make one's own behaviour conform to the expectations of the society concerned — unless one is prepared to take the consequences of deviant behaviour. (1977:10)

When it comes to the problems which is related to culture, it is not only just replacing words from one language with another, but also involves expressing and taking cultural context.

Problems are:

- 1). unfamiliarity of cultural expressions: every country have their own history and custome, value. That is why it might be difficult to find exact equivalence of the word in the second language;
- 2). linguistic variations: grammatical or lexical structure, syntax;
- 3). lack of knowledge of translation techniques;
- 4). idiomatic expressions and proverbs, regional dialects;
- 5). ambiguity and multiple meanings of some cultural expressions: they are kind of word, which has the same meaning with other words. They can help you to find the equivalence of the words but can be cause the loss of the concept of the text. For example, in Russian translation of the novel of Oybek named "Navoiy", the word "sholcha" is translated as "палас". In addition, in poetic novel of Pushkin named "Yevgeniy Onegin" "рождество" translated as "yilboshi" in Uzbek language. Although the meaning of the words correspond to each others, the concepts are different in both two language. There the emotion of this words are decreased.

Conclusion:

Cultural transfer requires a multi-pronged approach. It is concerned with the translator's relationship to his subject matter and with the author's relationship to his reader. These should be reflected in a good translation. The translator must transmit this special cultural quality from one language to another. Most translations are intended to serve, however imperfectly, as a substitute for the original, making it available to people who cannot read the language in which it was written. This imposes a heavy responsibility on the translator. Awareness of history is an essential requirement for the translator of a work coming from an alien culture. Thorough knowledge of a foreign language, its vocabulary, and grammar is not sufficient to make one competent as a translator. One should be familiar with one's own culture and be aware of the source-language culture before attempting to build any bridge between them.

#### References

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