

**THE PROBLEM OF CULTURAL DIFFERENCES IN THE  
TRANSLATION PROCESS**

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**Annotatsiya:** Mazkur tadqiqot tarjima jarayonida madaniy farqlar muammosi va ularning ma'no yetkazishga ta'sirini o'rganishga bag'ishlangan. Tarjima nafaqat lingvistik jarayon, balki madaniyatlararo muloqot shakli bo'lib, unda an'analar, qadriyatlar va ijtimoiy me'yorlardagi farqlar muhim qiyinchiliklar keltirib chiqaradi. Tadqiqotning maqsadi — madaniy omillarning tarjimaga ta'sirini tahlil qilish va tarjimonlar duch keladigan muammolarni aniqlashdan iborat. Tadqiqotda sifatli (qualitative) tahlil usuli qo'llanilib, madaniyatga xos birliklar — iboralar, metaforalar va realiyalar o'rganildi. Natijalar shuni ko'rsatadiki, so'zma-so'z tarjima ko'pincha ma'no yo'qolishiga olib keladi, madaniy moslashtirish esa asl mazmunni saqlab qolishga yordam beradi. Xulosa qilib aytganda, muvaffaqiyatli tarjima til bilimidan tashqari chuqur madaniy bilimni ham talab qiladi.

**Kalit so'zlar:** Tarjima, madaniy farqlar, madaniyatlararo kommunikatsiya, madaniyatga xos birliklar, tarjima strategiyalari, ma'no yetkazish.

**Abstract:** This study examines the problem of cultural differences in the translation process and their impact on conveying meaning. Translation is not only

*a linguistic activity but also a form of intercultural communication, where differences in traditions, values, and social norms can create significant challenges. The aim of this research is to analyze how cultural factors influence translation and to identify common problems faced by translators. The study employs qualitative analysis of selected examples, focusing on culture-specific elements such as idioms, metaphors, and realia. The findings show that literal translation often leads to misunderstanding or loss of meaning, while culturally adaptive strategies help preserve the original message. The research concludes that successful translation requires not only language proficiency but also deep cultural awareness.*

**Key words :** *Translation, cultural differences, intercultural communication, culture-specific elements, translation strategies, meaning transfer.*

**Аннотация:** *Данное исследование посвящено проблеме культурных различий в процессе перевода и их влиянию на передачу смысла. Перевод является не только лингвистической деятельностью, но и формой межкультурной коммуникации, где различия в традициях, ценностях и социальных нормах создают значительные трудности. Цель исследования — проанализировать влияние культурных факторов на перевод и выявить основные проблемы, с которыми сталкиваются переводчики. В работе использован качественный анализ примеров, с акцентом на культурно-специфические элементы, такие как идиомы, метафоры и реалии. Результаты показывают, что дословный перевод часто приводит к искажению или потере смысла, тогда как адаптационные стратегии помогают сохранить исходное значение. В заключение отмечается, что успешный перевод требует не только знания языка, но и глубокого понимания культуры.*

**Ключевые слова:** *Перевод, культурные различия, межкультурная коммуникация, культурно-специфические элементы, переводческие стратегии, передача смысла.*

### **Introduction**

Translation has traditionally been concerned with the problem of rendering words and expressions that are deeply rooted in a particular culture and are often difficult, or even impossible, to transfer into another language. Such culture-bound elements, including idioms, proverbs, and realia, have long attracted the attention of translators and translation theorists. The central challenge lies not only in finding linguistic equivalents but also in conveying the cultural meanings embedded in the source language. Early theoretical approaches to translation emphasized the importance of meaning. However, this approach was limited, as cultural elements extend beyond individual words and involve background knowledge shared by speakers of the source language. In this respect, the relationship between language and culture becomes crucial, as they are closely interconnected and often inseparable. He argued that cultural differences often pose greater challenges than structural differences in language. This distinction highlights the importance of cultural adaptation in achieving effective communication. This approach views translation not merely as a transfer of text, but as an interaction between cultures shaped by social norms and conventions<sup>1</sup>.

Therefore, translation is now widely understood as a process of intercultural communication rather than a simple linguistic operation. Cultural differences can significantly affect meaning transfer, especially when dealing with concepts that lack direct equivalents in the target language. As a result, translators must employ various strategies such as paraphrasing, adaptation, borrowing, or equivalence to overcome these challenges. The aim of this study is to examine the problem of cultural differences in the translation process and to analyze how these differences influence meaning transfer. Special attention is given to culture-specific concepts and the strategies used by translators to deal with them effectively<sup>2</sup>.

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<sup>1</sup> Nagodawithana, K. A. (2020). Culture in translation: a comprehensive study. *Journal of Social Sciences and Humanities Review*, 5(4), 210-224.

<sup>2</sup> Imami, T. R., et al. (2021). Linguistic and Cultural Problems in Translation. *Advances in Social Science, Education and Humanities Research*.

### **Literature Review**

Translation studies have long emphasized that the central issue in translation is the transfer of meaning rather than the mere substitution of words. This perspective highlights that meaning equivalence is essential and that the success of translation depends on how accurately the intended message is conveyed during the translation process, not just in the final result. Furthermore, translation is not considered a direct copy of the original text but rather a re-creation in another language. Translation reflects the source text while adapting it to the linguistic and cultural norms of the target audience. This requires the translator to select appropriate expressions that can produce a similar effect on the target readers. Since the cultural background of the target audience often differs from that of the source audience, translators must be flexible and creative in their approach. A significant body of research also underlines the role of culture in translation. Cultural differences can create serious challenges, particularly when translating dialects, idioms, humor, and culturally specific expressions<sup>3</sup>.

These elements often carry meanings that are deeply embedded in a particular cultural context and may not have direct equivalents in another language. As a result, translators must go beyond linguistic competence and develop a strong understanding of both source and target cultures. Source-oriented strategies, such as literal translation, borrowing, and calque, focus on preserving the original form and structure of the source text. In contrast, target-oriented strategies, including addition, omission, transposition, modulation, equivalence, and adaptation, aim to make the text more natural and understandable for the target audience. The choice of strategy depends on the degree of cultural difference and the purpose of the translation. In addition to written translation, interpreting also faces similar challenges, particularly in real-time communication. These challenges are especially evident in contexts involving humor, traditional expressions, and culturally bound

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<sup>3</sup> Baker, P. (2010). *Sociolinguistics and Corpus Linguistics*. Edinburgh University Press.

concepts, where misinterpretation may lead to serious misunderstandings<sup>4</sup>.

Moreover, cultural approaches to translation have gained increasing attention in recent years. Domestication minimizes cultural differences by adapting the text to the target culture, while foreignization preserves the cultural uniqueness of the source text. These approaches demonstrate that translation is not merely a linguistic activity but a complex process of intercultural communication<sup>5</sup>.

### **Conclusion**

This study has demonstrated that cultural differences play a crucial role in the translation process and significantly affect the transfer of meaning from the source language to the target language. Translation is not merely a linguistic activity but a complex process of intercultural communication, where both language and culture are closely interconnected. The findings of this research show that one of the main challenges in translation is dealing with culture-specific concepts that often lack direct equivalents in the target language. Furthermore, the study highlights that different strategies, including literal translation, adaptation, and equivalence, can be applied to overcome cultural barriers. The choice of strategy depends on various factors such as the type of text, the target audience, and the cultural distance between the two languages. Approaches like domestication and fraternization also play an important role in balancing the preservation of source culture and the accessibility for target readers.

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