TRANSLATING WORDS AND PHRASES TAKING INTO ACCOUNT CULTURAL CONTEXT

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Abstract: This article analyzes the problems of translating words and phrases taking into account cultural contexts. It is emphasized that not only linguistic, but also cultural factors play an important role in language translation. The authors reflect on the translation errors that arise due to differences between different cultures, the importance of pragmatic context and cultural background. The article also discusses successful translation strategies and methods taking into account cultural contexts. The importance of translating words and phrases in the correct context is revealed using practical examples.

Keywords: Translation theory, Cultural context, Linguistic difference, Pragmatic context, Translation errors, Translation strategies, Intercultural communication.

Introduction: The translation process is one of the complex and multifaceted areas of linguistics. When translating one language into another, it is necessary to take into account not only grammar and lexicon, but also cultural context. Differences between cultures are reflected in various aspects of language, including expressions, words, their meanings, and usage. Therefore, language translation is not just about translating word for word; it is also about taking into account the cultural and contextual factors of the language, reflecting the specific meanings and forms.

Translating with a cultural context in mind requires a deeper understanding of the language and an understanding of the differences between the two cultures, rather than just knowledge of grammar. Each language has its own social, historical, religious, and cultural contexts, and these factors shape the meaning of words, their places, and their ways of use. Such differences create many difficulties in the translation process, as some words or expressions may not be understood correctly in another culture or may not exist at all.

For example, when translating a culturally specific phrase into another language, it is necessary to take into account the historical and social characteristics of the culture being translated in order to fully understand the phrase. In this case, the meaning of the words, the environment in which they are used, and the subtext conveyed by them play an important role. As a result, the translator must not only choose the right words, but also ensure their contextual and cultural relevance.

The article examines the main problems encountered in translating words and phrases taking into account cultural contexts, cultural differences and effective translation strategies. The specific features of intercultural communication and translation errors that occur in this process are analyzed, as well as how to minimize them. Taking into account cultural contexts not only

simplifies the translation process, but also serves to effectively conduct intercultural communication.

Main part: The correct and effective translation of words and phrases in the translation process depends on many factors. Among them, the grammatical features of the language, lexical composition and, of course, the cultural context play a special role. Taking into account the cultural context is a central part of the translation process and presents a number of basic principles that the translator himself must understand well.

Taking into account the cultural context requires a specific approach to the translation process. Each culture has its own social, religious, historical and geographical characteristics. Cultural differences can lead to significant differences in the interpretation of words and expressions. For example, some expressions and traditions that have meaning in one culture may not have meaning in another. Thus, the task of the translator is to understand not only the lexical meaning of the word, but also how it is used in the cultural context.

For example, the English expression "time is money" has a specific meaning in Anglo-American culture, but in other cultures the meaning or context of use of this expression may be different. In the Uzbek language, there may be concepts similar to or corresponding to such an expression, but their impact and conditions of use will be different. Therefore, the translator must translate this expression not only literally, but also in accordance with its cultural context.к

Differences between cultures can cause errors in language translation. These errors are particularly related to the degree of polysemy of words and the cultural variations associated with them. One of the most common errors in translation is the neglect of cultural differences. For example, a word that has a negative meaning in one culture may have a positive meaning in another.

As another example, consider the English word "cold". The correct translation of this word varies depending on its usage: in English, "cold" can mean not only a physical state, but also "unusually cold-bloodedness" or "cool attitude". In Uzbek, the word "совук" refers more to a specific physical state, and its use in expressing social relationships varies depending on the cultural context.

To avoid errors in translation, the translator must be well aware of the differences between cultures and know how to work with these differences in mind. This is especially true when translating idioms, metaphors, and idiosyncratic expressions.

It is also important to take into account the pragmatic context in translation. Pragmatics is the branch of linguistics that studies how language is used in practice and how it affects communication. The meaning of words or phrases is determined not only by their grammatical meaning, but also by the context in which they are used. Thus, the translator must translate the phrase correctly not only grammatically, but also pragmatically.

For example, the English phrase "How are you?" is often used as a simple form of greeting. However, in another culture, this phrase can be perceived as a sincere request. If the translator only translates word for word, this not only does not meet the purpose of the

communication, but can also create discomfort. Therefore, by taking into account the pragmatic context, the translator achieves the correct expression of the intention.

In intercultural communication, it is necessary to use various strategies and methods for successful translation. Among them, in most cases, the following approaches are used to take into account the cultural context and reduce translation errors:

Explanatory translation: If a word or expression is not understandable in one culture, it is translated into another language by fully explaining it. For example, traditional holidays or folk expressions often need to be explained and translated.

Finding similarities: By finding similar expressions in each culture, the translator tries to preserve the original meaning. This method is mainly used in the search for cultural equivalents of metaphors and expressions.

Adaptation: By adapting the cultural context, the translator ensures that the original meaning and expression are compatible with the social environment in the new culture.

The article uses practical examples to illustrate the importance of taking cultural context into account. For example, while the English meaning of the phrase "break a leg" is "to wish you good luck", the correct equivalent in Uzbek may be "good work" or "I wish you good luck". The variation in such expressions shows what problems arise in intercultural translation. Translating with cultural contexts in mind means not only translating the language, but also ensuring that the communication is correct and effective in all respects. Translators should pay attention not only to the lexical and grammatical aspects of the language, but also to cultural features. This allows for the development of successful methods for studying and implementing intercultural communication.

Conclusion: Taking into account the cultural context is one of the most important factors for the success of the translation process. Each language and culture has its own historical, social, religious and linguistic characteristics, and these differences significantly complicate the translation process. Therefore, the correct translation of words and phrases depends not only on linguistic rules, but also on the cultural environment. The translator must take into account not only grammatically correct translation, but also cultural meanings, contextual significance and pragmatic features.

One of the main tasks of translators is to correctly understand the differences between two cultures and adapt words and phrases to the new culture. Taking into account the cultural context, translators use various strategies to find similar phrases, determine the pragmatic context and ensure the effectiveness of intercultural communication. This increases the success of the translation process, and also helps to ensure correct understanding and respect in intercultural communication.

In addition, translating with cultural context in mind allows not only to translate the correct meaning of words, but also to resolve social and ethnic issues that arise in communication. Translation errors caused by cultural differences, on the other hand, mainly require a deep understanding of intercultural differences and working with them. To prevent

such errors, the translator must have a thorough understanding of the cultural environment in his work and use special strategies in the translation process.

Thus, taking into account cultural contexts further deepens the approach to translation and helps to ensure accurate, correct and effective translation. For intercultural communication to be successful, translators must study the cultural and pragmatic features of the language in depth, along with the grammatical and lexical aspects, and further enrich the translation process. By taking into account the cultural context, translation not only promotes linguistic transformation, but also intercultural understanding and enables a proper and sincere dialogue between two cultures.

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