

**TO THE PROBLEM OF THE DIFFICULTIES IN TRANSLATION
IN INTERCULTURAL COMMUNICATION**

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Intercultural communication is a necessary part of the socio-cultural life of a society where representatives of different cultures interact and engage in intercultural communication. This type of communication is based on interaction and mutual understanding between cultures. Translation is especially important in intercultural communication, as it is aimed at reducing cultural differences between interlocutors and promotes mutual understanding. It is important to emphasize that translation is a key factor in overcoming language and cultural barriers.

Translation is a fundamental mechanism of intercultural communication, serving as a bridge between languages and cultures, and it plays a crucial role in preserving and transmitting cultural values.

Intercultural communication involves interactions between individuals from different cultures, characterized by significant differences in communication customs and norms. Culture encompasses a wide range of elements, including traditions, beliefs, values, behaviors, and language. In the context of intercultural communication, language serves as a crucial medium for the exchange of information and the transmission of cultural aspects.

The concept of cultural untranslatability highlights the challenges and complexities faced by translators when dealing with culturally distinct elements in texts. Translators must navigate these distinctions to achieve naturalness in their translations. Achieving adequacy in translation requires a deep understanding of both the source and target cultures, including their linguistic, socio-cultural, historical, and political aspects.

Language is not merely a means of communication but also a reflection of cultural backgrounds, and any linguistic research in semantics involves exploring the interplay between language, culture, and individual identity. Translation of foreign-language texts is a complex and multifaceted process that constitutes a form of intercultural communication. It involves bridging the gap between linguistic worldviews of different cultures. Translation plays a vital role in mediated intercultural communication by creating foreign language texts that serve as substitutes for the original text in terms of structure, content, and function.

In the era of globalization, intercultural communication is increasingly vital, and it necessitates a deep understanding of both the linguistic and cultural aspects of communication to ensure mutual understanding among individuals from different cultural backgrounds. Translators require a multifaceted set of skills and abilities, including proficiency in at least two languages, knowledge of socio-cultural aspects, and an understanding of the corresponding language worldviews. Translation involves decoding the meanings of the source text and conveying them while closing gaps that exist in the target language compared to the source language.

The role of a translator is not just to convert words from one language to another but also to mediate between two cultures, explaining the rules of behavior and customs to both sides and facilitating effective communication.

Translation is a multifaceted process, involving both the interlingual transfer of language and the intercultural transfer of meaning. A successful translation goes beyond words and conveys the essence of a culture to another people.

Cultural untranslatability poses a challenge in translation, especially when dealing with significant cultural distinctions. Translators often grapple with finding equivalent expressions or modifying culturally incongruous elements to preserve the communicative function of the original text. One of the conditions for solving issues related to intercultural communication is linguistic and country studies. Country studies have both a general educational value and provide knowledge about the country, its history, culture, economy, way of life, and population, which is essential for intercultural communication. From this point of view, country-oriented phraseology is of primary importance, since country-oriented phraseological units have significant features, the ignorance of which makes communication in a foreign language difficult. Some of the phraseological units may be the only designation of phenomena and facts in the country of study. Understanding many phraseological units of a particular language requires a deep knowledge of the history and culture of that nation, and the use of such phraseological units is quite specific and has no analogues in other languages. [4, p. 12]

A number of difficulties can arise in the sphere of international marketing especially when some terms are used. For example, experts distinguish between international and global marketing. Global marketing means offering the same products and services to different markets. International marketing means services to the local environment. It is important for marketers and translators to work closely together to ensure that the essence of the marketing message is preserved while respecting the cultural differences of the target audience.

The success of intercultural communication and translation hinges on achieving mutual understanding and bridging intercultural differences. Cultural themes, including thinking patterns, social roles, stereotypes, values, and perceptions of space and time, must be understood to prevent misunderstandings and conflicts.

Translation not only influences the target language but also has an impact on the receiving culture. Words and concepts from one culture infiltrate another, enriching and transforming both languages. However, this process requires careful consideration to avoid distortions of the original culture and intention.

Translation is a creative process that aims to preserve the national flavor of the original text while making it accessible to recipients from different cultural backgrounds. It involves addressing lacunae and navigating associative thinking, figurative perception, genre preferences, and style variations among different linguistic and cultural groups.

References:

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