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The Art of Translation – A Bridge Between Language and Culture

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Abstract: This article explores the crucial role of the art of translation as a bridge between language and culture. It emphasizes that the translation process is not merely a word-for-word conversion, but a complex process that takes into account cultural context, nuances of meaning, and linguistic features. The article discusses the translator's tasks, methods of ensuring translation quality, and the impact of modern technologies on the field of translation. It also analyzes the importance of translation in improving communication between different cultures and its role in the era of globalization.

Keywords: Art of translation, intercultural communication, linguistic bridge, translation technologies, cultural context, language features, translator's tasks, translation quality, language and culture connection.

Introduction: In the current era, when globalization processes are developing at a rapid pace, communication between different nations, cultures and languages is becoming increasingly important. The connections between the peoples of the world are expanding, and the borders between countries are becoming conditional. In this process, translation acts as the main means of intercultural communication. Translation is not just the transfer of words from one language to another, but the art of creating an effective bridge between cultures, worldviews and values. Modern research in the field of translation shows that the differences between languages are manifested not only in lexical and grammatical aspects, but also on a cultural and cognitive basis. In particular, according to the Sapir-Whorf hypothesis, a person's perception and understanding of the world depends on the structure of

his native language. Therefore, in the process of translation, it is important to take into account not only linguistic units, but also cultural models, features of the national mentality and unique systems of worldview [Bassnett, 2013].

Research in the field of translation studies shows that although the art of translation has its roots in ancient times, its theoretical foundations and practical problems began to actively develop in the 20th century, especially in its second half. Theories and approaches to translation have gone through several stages in their development: from literal translation to cultural-linguistic adaptation [Venuti, 2017].

In modern translation studies, the translation process is viewed not as a simple transformation between two languages, but as an important component of intercultural communication. The cultural and linguistic aspects of translation are closely interconnected and complement each other. From a linguistic point of view, translation is the process of transferring lexical units, grammatical structures and stylistic features from one language to another. However, this process always occurs in a cultural context, and each language reflects its own cultural experience [Pim, 2014].

The cultural approach to translation was developed within the framework of the "Skopos Theory" developed by scientists Vermeer, Rice, Nord and others. According to this theory, the success of a translation depends on its purpose (skopos), that is, the translation must be understandable and effective for the target audience. This requires taking into account the cultural characteristics of the target audience [Nord, 2018].

Some concepts and expressions may exist in one culture and not exist in another. "The translator's job is to translate not only words, but also ideas, emotions, and cultural meanings" [Venuti, 2017, p. 45]. For example, the English phrase "It's raining cats and dogs" cannot be translated literally into Russian. In such cases, the translator must find an equivalent phrase or express the meaning in a different way. This process requires deep cultural knowledge and creativity. A number of methods are used to ensure high-quality translation:

A translator is engaged in a complex activity that requires not only a perfect knowledge of two

languages, but also a deep understanding of the culture of both languages. From the point of view of modern translation studies, the main tasks of a translator are as follows:

1. Correct understanding and interpretation of the text. The translator must correctly understand the meaning of the original text, the author's intention and stylistic features. This process requires a deep knowledge of the source language, as well as an understanding of the thematic area of the text.
2. Taking into account the cultural context. The translator must take into account the cultural context of the original text and the cultural characteristics of the target audience, finding ways to mutually adapt them.
3. Conveying style while preserving the meaning. The translator must accurately and fully convey the meaning, while preserving the stylistic features of the original text (official, scientific, artistic, etc.).
4. Correct choice of translation strategy. Each type of text (scientific, fiction, legal, technical, etc.) requires its own special translation strategy. The translator must choose the appropriate strategy depending on the type of text.
5. Improving and editing the translation. The translation process consists not only of translating the text from one language to another, but also includes improving, editing and adapting the translated text for the target audience.

In the last decade, the impact of technological innovations in the field of translation has increased significantly. The development of digital technologies and artificial intelligence systems has radically changed the translation processes. The evolution from statistical machine translation systems to neural translation systems has significantly improved the quality of translation. Modern translation systems such as Google Translate, DeepL, Yandex Translate, using neural network technology, are able to create higher-quality translations taking into account the context and cultural nuances [O'Hagan, 2020]. For example, neural translation technology, implemented in the Google Translate system after 2016, demonstrated translation results 60% more accurate compared to traditional statistical approaches. As a result, machine translation

systems have become widely used for translating simple and standard texts. Translation Memory programs such as SDL Trados, MemoQ, Wordfast remain an important tool for professional translators. These systems save previously translated texts and allow you to automatically translate repetitive texts, which speeds up the translation process and ensures consistency.

Ethical issues are also important in the translation process. Translators must make the source text understandable to the target audience while preserving its meaning and spirit. This sometimes requires making difficult decisions. Translators are not only language intermediaries, but also cultural ambassadors. They take responsibility for the accurate and impartial transmission of information [Baker, 2011, p. 276]. This is especially important when translating political, legal or medical documents, since inaccurate translation can have serious consequences. The expansion of diplomatic, economic and cultural ties between states has increased the need for translation services at the international level. Translators play an important role in international organizations (UN, UNESCO, OSCE and others) and at international summits. They are considered mediators, ensuring not only linguistic but also intercultural communication.

With the expansion of multinational corporations and international business, translation services have become an integral part of global business. Introducing products to international markets, adapting marketing materials, translating technical documentation - all this involves the translation process. Localization is an important process that includes not only translation, but also the adaptation of a product or service to the local market and culture. This process covers marketing strategies, design elements, changing currency units and other aspects. The globalization of scientific knowledge makes translation activities even more important. The dissemination of scientific research, discoveries and innovations around the world is carried out through translation. Not only English, but also German is considered the main language of modern scientific communication, which makes the translation of scientific knowledge into local languages important for the wide dissemination and development of science.

The art of translation is a complex and multifaceted process that requires not only linguistic knowledge, but also a deep understanding of culture, creativity and ethical responsibility. In the era of globalization, translation is becoming increasingly important, as it facilitates communication between representatives of different cultures and nationalities.

Conclusion

In the future, further development of new technologies in the field of translation is expected, including artificial intelligence and machine learning systems. However, human creativity, cultural understanding and skill in contextual interpretation may remain without a worthy alternative for a long time. Therefore, the art of translation will retain its important place in the culture and history of mankind. The art of translation serves not only languages, but also mutual understanding and cooperation between people. It is a bridge between peoples and cultures, an important factor uniting the peoples of the world, contributing to the preservation and development of cultural diversity.

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