

THE SPECIFIC WAYS OF TRANSLATING CULTURAL TEXTS, WORDS AND PHRASES

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Abstract

This article explores the intricate challenges and nuanced techniques involved in translating cultural texts, words, and phrases. Cultural translation requires more than linguistic fidelity; it demands an understanding of the cultural contexts embedded in language. Through examining specific examples and strategies, this article delves into the complexities of bridging cultural gaps within the realm of translation. Moreover, it highlights the potential for enriching cross-cultural understanding and appreciation through skillful and sensitive translation of cultural texts.

Key words: *culture; culture-bound words; transcription; transliteration; calque translation; explicatory translation; lexical substitutions; cultural turn;*

What is cultural translation?

Cultural translation is the way of translation while showing cultural differences. In this kind of translation there is a solution for some issues linked to culture, such as dialects, food or architecture. In 1964, Nida discussed the challenges of translation, emphasizing the importance of both linguistic and cultural differences between the source and target languages. He concluded that cultural disparities can present greater difficulties for translators than structural language differences. Nida also highlighted the significance of cultural implications in translation, alongside lexical concerns. His definitions of formal and dynamic equivalence took into account the cultural implications for translation, with formal equivalence focusing on faithfully reproducing form and content, and dynamic equivalence aiming to relate the reader to their own cultural context. Nida also noted that the problems encountered in translation may vary depending on the extent of cultural and linguistic gaps between the languages involved.

The concept of "cultural turn" in translation, which emerged in 1978, was preceded by the work on Polysystems and translation norms by Even-Zohar and Toury in 1980. These scholars moved away from linguistic theories of translation and emphasized the importance of considering the cultural context beyond just the words or individual texts. "Cultural turn" is the metaphor embraced by Cultural studies-

oriented translation theories to indicate to the inspection of translation in its cultural, political and ideological context

In cultural translation culture-bound words are translated through borrowing language such as: transcription, transliteration and calque translation. Additionally, explicatory translation and lexical substitutions can be used.

Transcription is the process of converting spoken language into written form. In the context of cultural translation, transcription involves accurately capturing the spoken words and expressions of one language and rendering them into written form in another language, while also preserving the cultural nuances and context.

For example, in a cultural translation of a Korean soap operas into English, the transcriber would need to accurately transcribe the dialogue and expressions used by the characters in Korean, while also ensuring that the English transcription captures the cultural references and nuances specific to Korean culture.

Another example could be the transcription of a traditional folk song from a particular culture into a different language. The transcriber would need to carefully capture the lyrics and melody of the song in the original language, while also providing a translated version that maintains the cultural and emotional significance of the song.

For example: Here's a line from the Uzbek classical song

1) *"Besh Yil" (Five Years):*

Uzbek: "Besh yil bo'ldi, yor-yor, ko'ngil oshadi azobga."

English Transliteration: "Besh yil boldi, yor-yor, ko'ngil oshadi azobga."

Translation: "Five years have passed, my heart is burning with pain."

2) *From the song "Dilfuza" by Yulduz Usmonova:*

Uzbek: "O'zgardir durmish, dardimni so'rdi yorim, mendan ayrildi, o'zingga ol bormidim."

English Transliteration: "O'zgardir durmish, dardimni soradi yorim, mendan ayrildi, o'zingga ol bormidim."

Translation: "The candle flickered, my beloved asked about my pain, she left me, I didn't ask for myself."

In both of these examples, transcription in cultural translation requires a deep understanding of both the linguistic and cultural aspects of the source material in order to accurately convey its meaning and impact in the target language.

Calque translation in culture-bound words.

Calque translation involves borrowing words or expressions from one language and translating them literally into another. Here are a few examples of calque translations from Uzbek to English:

1) *Uzbek: Rubob*

English Rubab - is a wooden convex case with leather desk, metal or silk strings. Musicians play the rubab with a bow, and while playing they hold the instrument on their knees.

2) *Uzbek: Sato*

English: Sato - is an oriental ancient string bow musical instrument with a pear shaped body. The natural materials for sato instrument are mulberry, pear and walnut.

3) *Uzbek: Chapon va do'ppi*

English: Chapan and duppi – are Uzbek national clothing Chapan is a coat with a loose fit usually made from cotton or silk duppi is also known as “skullcap” is a traditional Uzbek hat.

4) *Uzbek: Xo'jaqulovlar mahalladagi eng na'munali oilalardan biri.*

5) *English: Hodjakulovs' family is one of the most exemplary families in our neighbourhood.*

The typical Uzbek words are being adopted as a loan word into English. Only their spellings were slightly changed.

In conclusion, there are several ways to translate culture-bound words. The translation of cultural texts necessitates a delicate balance between linguistic accuracy and cultural sensitivity. The examples provided underscore the need for translators to navigate the cultural nuances embedded in words and phrases. A successful cultural translation not only conveys the meaning but also encapsulates the spirit and context of the source culture. As translators grapple with the intricate dance of preserving cultural identity and enabling cross-cultural understanding, they play a crucial role in fostering global communication and appreciation for diverse perspectives.

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